Objectives

- The specific objectives of this study were to determine:
  - Parents/caregivers confidence in proper child safety restraints versus actual understanding
  - How much parents/caregivers know about the danger of car accidents for children
  - What currently causes parents/caregivers to seek out more information about child safety restraints and what sources they consult
  - Which strategic area that “illuminates the danger” is most motivating for parents/caregivers and causes them to seek out more info

Methodology

- The study was conducted on a monadic concept basis. In this methodology each respondent evaluated only one concept. After evaluating the concept, the respondent was exposed to the other two concepts and then asked to select the one concept that makes them most likely to seek out more information about using the correct safety restraint for their child's age, weight and height.

- The study was conducted via the Internet. An invitation to participate in the study was sent by e-mail to research panel members who have agreed to be contacted by Russell Research and interviewed over the Internet. Participating respondents were interviewed on-line at a Russell Research URL programmed for this study.

- Interviewing for the study was conducted January 7 – January 10, 2011.

Sample

- A total of 528 interviews were conducted, with interviews distributed within the three concepts as follows:
  - Concept A: A Lot To Live For (n=176)
  - Concept B: Kids Are Fragile (n=177)
  - Concept C: Safety Restraints (n=175)
- In addition respondents were screened for qualification as follows:
  - Age 15+
  - ½ male; ½ females
  - Parent or care giver of a child 13 years of age or younger
  - Drives the child/children they care for at least 3 times a week

Statistical Notation

- The statistical significance of a result in this survey is the probability that the observed relationship (e.g., between variables) or a difference (e.g., between means) in a sample occurred by pure chance, and that in the population from which the sample was drawn, no such relationship or differences exist. Using less technical terms, one could say that the statistical significance of a result tells us something about the degree to which the result is "true". More technically, the value of the p-value represents a decreasing index of the reliability of a result. The higher the p-value, the less we can believe that the observed relation between variables in the sample is a reliable indicator of the relation between the respective variables in the population. Specifically, the p-value represents the probability of error that is involved in accepting our observed result as valid, that is, as "representative of the population." For example, a p-value of .05 (i.e.,1/20) indicates that there is a 5% probability that the relation between the variables found in our sample is a "fluke."

- The following statistical notation is used throughout the report:

  □ = Indicates figure is significantly higher than indicated offer[s] at a 95% confidence level (i.e. p-value of .05 or less).

A = Concept A: A lot to live for
B = Concept B: Kids are fragile
C = Concept C: Safety restraints
G = Ages of Children Care For: Under 1 Year Old
H = Ages of Children Care For: 1-3 Years Old
I = Ages of Children Care For: 4-7 Years Old
J = Ages of Children Care For: 8-13 Years Old
O = Ages of Child Answered About: Under 1 Year Old
P = Ages of Child Answered About: 1-3 Years Old
Q = Ages of Child Answered About: 4-7 Years Old
R = Ages of Child Answered About: 8-13 Years Old
S = Household Income: Less Than $45,000
T = Household Income: $45,000 - $74,999
U = Household Income: $75,000 or More

Concepts Shown to Respondents

CONCEPT A: A lot to live for

A lot to live for

When you're driving, you're not just driving a car. You're driving the hopes and dreams of your child's future. Everything that you, and them, have to look forward to. The birthdays, the vacations, the first dates, the sports games. And, all that can vanish in the blink of an eye if you're not securing your child in the correct safety restraint for their age, height, and weight. Because thousands of children aren't secured in the right restraint at the right time of their life, car crashes are currently the #1 killer of children, ages 3-14, in America. Make sure you're protecting your child, and their future, by following NHTSA's easy steps to find the best safety restraint for them. Find more information at NHTSA.gov.

National Highway Traffic Safety Administration NHTSA www.nhtsa.gov

CONCEPT B: Kids are fragile

Kids are fragile

Children are precious. They're more vulnerable and delicate than the rest of us. Their heads, necks, and spines are still growing and developing. In a car crash, these fragile limbs fly forward and if a child isn't properly restrained in the correct safety restraint for their age, height, and weight they can strike hard objects, resulting in injury or death. Because thousands of children aren't secured in the right restraint at the right time of their life, car crashes are currently the #1 killer of children, ages 3-14, in America. Make sure you're protecting your precious child by following NHTSA's easy steps to find the best safety restraint for them. Find more information at NHTSA.gov.

National Highway Traffic Safety Administration NHTSA www.nhtsa.gov

CONCEPT C: Safety restraints

Safety restraints alone aren't safe

Everyone thinks their child's safety restraint is a safe cocoon that will protect them in a crash. But, your child's safety seat or seat belt might not be as safe as you think. What most people don't realize is that car seats, booster seats, and seat belts aren't safe on their own. They're only safe if you make sure they fit your child's specific age, height, and weight so they'll be held as secure as possible in a crash. Because thousands of children aren't secured in the right restraint to fit them, car crashes are currently the #1 killer of children, ages 3-14, in the US. Make sure your safety restraint is safe and your child is fully protected by following NHTSA's easy steps to find the best restraint for them. Find more information at NHTSA.gov.

National Highway Traffic Safety Administration NHTSA www.nhtsa.gov

Executive Summary

Executive Summary – Knowledge of NHTSA Guidelines and Safety Restraint Usage

Overall the results of this study show that parents/caregivers are comfortable with the current safety of the child they care for while riding in a car. Parents/caregivers are confident that they have the correct information regarding child safety restraints and that the child they care for is in the correct safety restraint for their age, weight and height. However, there was not a strong familiarity among respondents with the National Highway Traffic Safety Administration (NHTSA) guidelines regarding correct child safety seat usage.

- 77% of respondents were **extremely confident** that the child they care for is as safe as they can be when riding in a car.
  - Significantly more parents/caregivers of children "Under 1 Year Old" (86% top-3-box) were more confident that the child they care for is as safe as they can be when compared to parents/caregivers of children "4-7 years Old" (72% top-3-box) and "8-13 Years Old" (74% top-3-box).
- 76% of respondents were **extremely confident** that they have the correct information regarding child safety restraints for the child they care for.
- 81% of respondents were **extremely confident** that the child they care for is in the correct safety restraint for their age, weight and height.
  - Significantly more "White/Caucasian" (84% top-3-box) respondents were extremely confident that the child they care for is in the correct safety restraint than "Other" respondents (71% top-3-box) respondents.
- 50% of respondents were **extremely familiar** with the National Highway Traffic Safety Administration (NHTSA) guidelines regarding correct child safety seat usage.
  - Significantly more "White/Caucasian" (53% top-3-box) respondents were extremely familiar with NHTSA guidelines than "Other" (41% top-3-box) ethnicities.

Executive Summary – Knowledge of NHTSA Guidelines and Safety Restraint Usage (Cont'd)

- 61% of respondents were extremely motivated to seek out more information about correct child safety restraint usage.
- 26% of respondents seek out information about correct child restraint usage very or extremely often.
- 59% of respondents said *child growing too big for their current car seat* and 38% of respondents said *tragic story in the news* has caused them to seek out more information about correct child safety restraint usage.
- 40% of respondents consulted *safety seat manufacturers* to get information on correct child safety restraint usage.
- 37% of respondents were *extremely or very* confident that they answered the questions about NHTSA's guidelines correctly.
- The top 3 statistics that are most motivating for parents/caregivers to seek out more information about correct child safety restraint use were *car crashes are the leading cause of death for children, ages 3 to 14, in the US (43%), 75% of child safety restraints are currently misused (42%),* and *car crashes are the number one killer of children in the US (40%)*.

DETAILED FINDINGS

Knowledge of NHTSA Guidelines & Correct Safety Restraint Usage

Approximately half of the respondents expected *accidents* to be the leading cause of death for children under the age of 15 in the United States. *Car accidents* was specifically mentioned by approximately three in ten respondents.

Leading Cause Of Death Of Children Under 15 In The United States

		---------Gender---------		----------Age Of Children Care For----------			
	Total	Male	Female	Under 1 Year Old	1-3 Years Old	4-7 Years Old	8-13 Years Old
Total Respondents	(526) %	(257) %	(271) %	(82) %	(119) %	(158) %	(303) %
Accidents (net)	49	45	52	43	56	52	49
Car Accidents (subnet)	29	29	30	26	31	29	32
Not wearing seat belts/restraint	2	2	3	1	3	3	2
Drunk drivers	2	2	2	1	2	4	1
Car accidents/crashes (unspecified)	25	24	26	24	25	23	28
Miscellaneous Accidents Mentions							
Choking	3	1	4	4	3	5	2
Drowning	3	2	4	4	4	3	2
Falls/slips	2	2	1	1	3	2	1
Accidents (unspecified)	10	9	11	7	12	11	9
Sickness/Disease (net)	20	19	20	26	16	18	18
Cancer	7	6	8	5	5	7	9
Obesity/overweight	3	2	3	4	2	4	2
SIDS	2	2	3	8	2	2	0
Diabetes	2	1	3	3	3	1	2
Sickness/disease/illness (unspecified)	2	2	2	1	2	2	2
Miscellaneous Mentions							
Drugs/alcohol/addiction/medicine abuse/overdoses	8	9	8	9	8	6	8
Suicide/depression	6	6	6	4	3	4	6
Child abuse	4	3	4	4	5	4	4
Violence/guns/gangs	3	2	3	7	1	3	2
Neglect/parents ignoring child/lack of attention	3	3	2	7	1	2	2
Don't know/no answer	10	13	8	5	10	12	11

Base: Total Respondents
Q1: What would you expect the leading cause of death for children under the age of 15 in the United States to be? Please be as specific as possible.

More than one-quarter of "Other" respondents expected *accidents* to be the leading cause of death for children under the age of 15 in the United States.

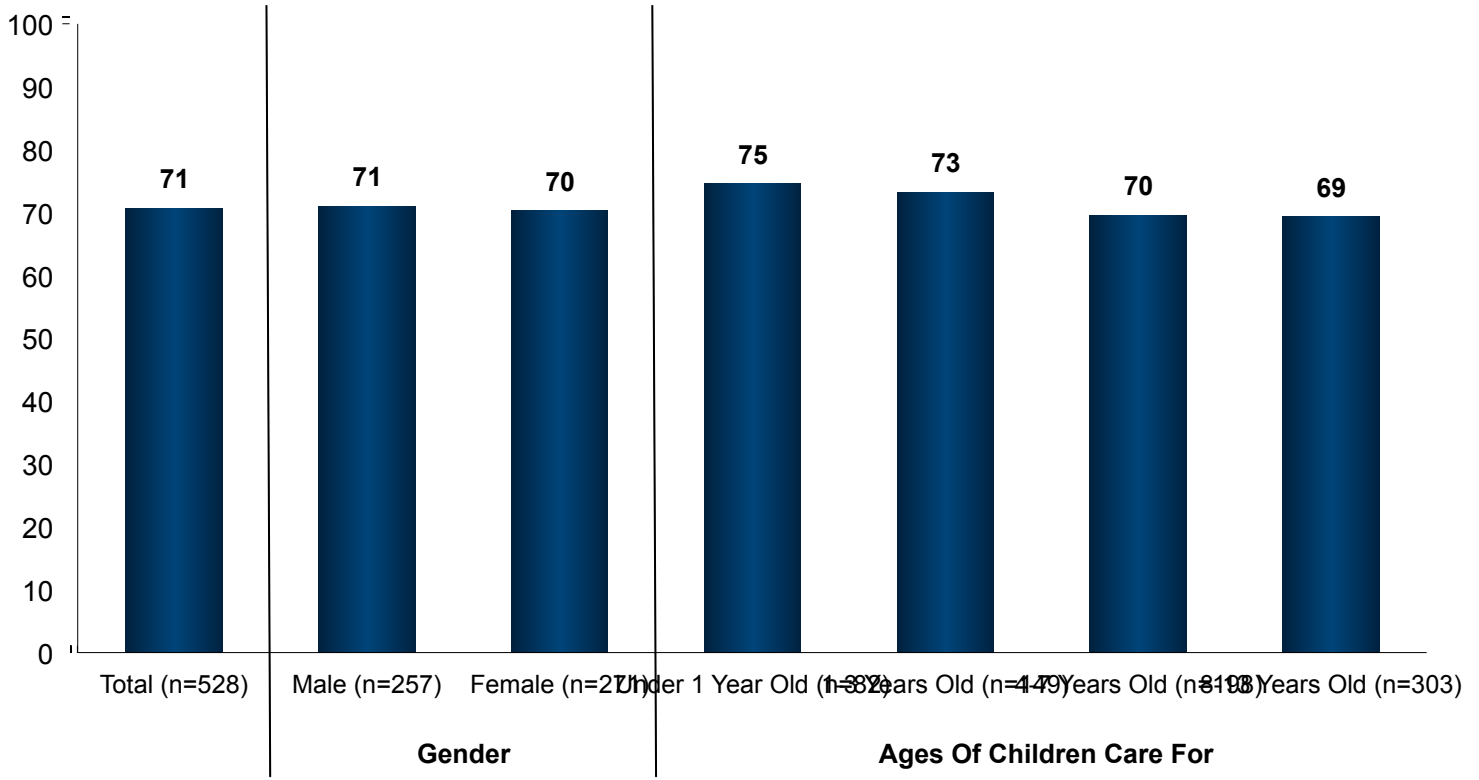
Leading Cause Of Death Of Children Under 15 In The United States (Cont'd)

		--------Household Income---------			--------Ethnicity--------	
	Total	Less Than $45,000	$45,000 - $74,999	$75,000 or More	White/ Caucasian	Other
Total Respondents	(528)	(214)	(163)	(133)	(413)	(112)
	%	%	%	%	%	%
Accidents (net)	49	44	51	51	55	27
Car Accidents (subnet)	29	25	30	33	34	13
Not wearing seat belts/restraint	2	1	3	2	2	2
Drunk drivers	2	3	-	1	1	3
Car accidents/crashes (unspecified)	25	21	26	30	30	7
Miscellaneous Accidents Mentions						
Choking	3	3	4	1	3	3
Drowning	3	3	3	2	3	1
Falls/slips	2	1	2	1	2	1
Accidents (unspecified)	10	9	10	12	10	9
Sickness/Disease (net)	20	18	21	21	19	22
Cancer	7	7	6	9	8	5
Obesity/overweight	3	1	4	3	3	3
SIDS	2	2	3	1	2	2
Diabetes	2	2	3	1	2	3
Sickness/disease/illness (unspecified)	2	2	2	3	2	3
Miscellaneous Mentions						
Neglect/parents ignoring child/lack of attention	3	4	2	1	2	3
Child abuse	4	5	2	4	2	10
Drugs/alcohol/addiction/medicine abuse/overdoses	8	11	4	6	7	13
Suicide/depression	6	6	4	6	5	8
Violence/guns/gangs	3	4	3	1	2	5
Don't know/no answer	10	10	10	12	9	14

Base: Total Respondents
Q1: What would you expect the leading cause of death for children under the age of 15 in the United States to be? Please be as specific as possible.

Seven out of ten respondents believe the child they care for is extremely safe when they ride in the car.

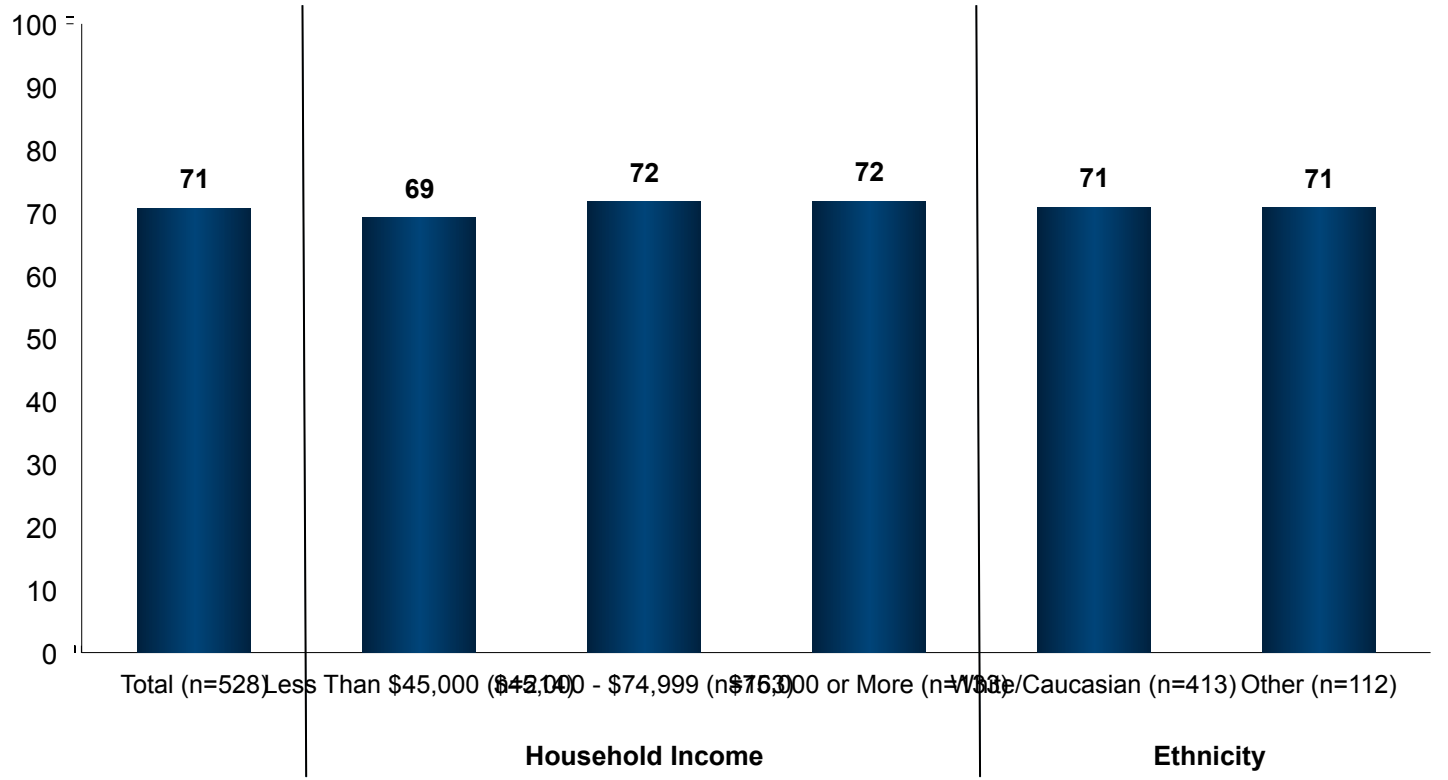
Safety Of Children When Riding In A Car (Top-3-Box)



Base: Total Respondents
Q2: How safe do you think the **child you care for is** / **children you care for are**] when they ride in the car? Please use a scale from 1 to 10, where a 10 means **EXTREMELY SAFE** and a 1 means **NOT AT ALL SAFE**.

There were no significant differences for household income and ethnicity on how safe the child they care for when riding in a car.

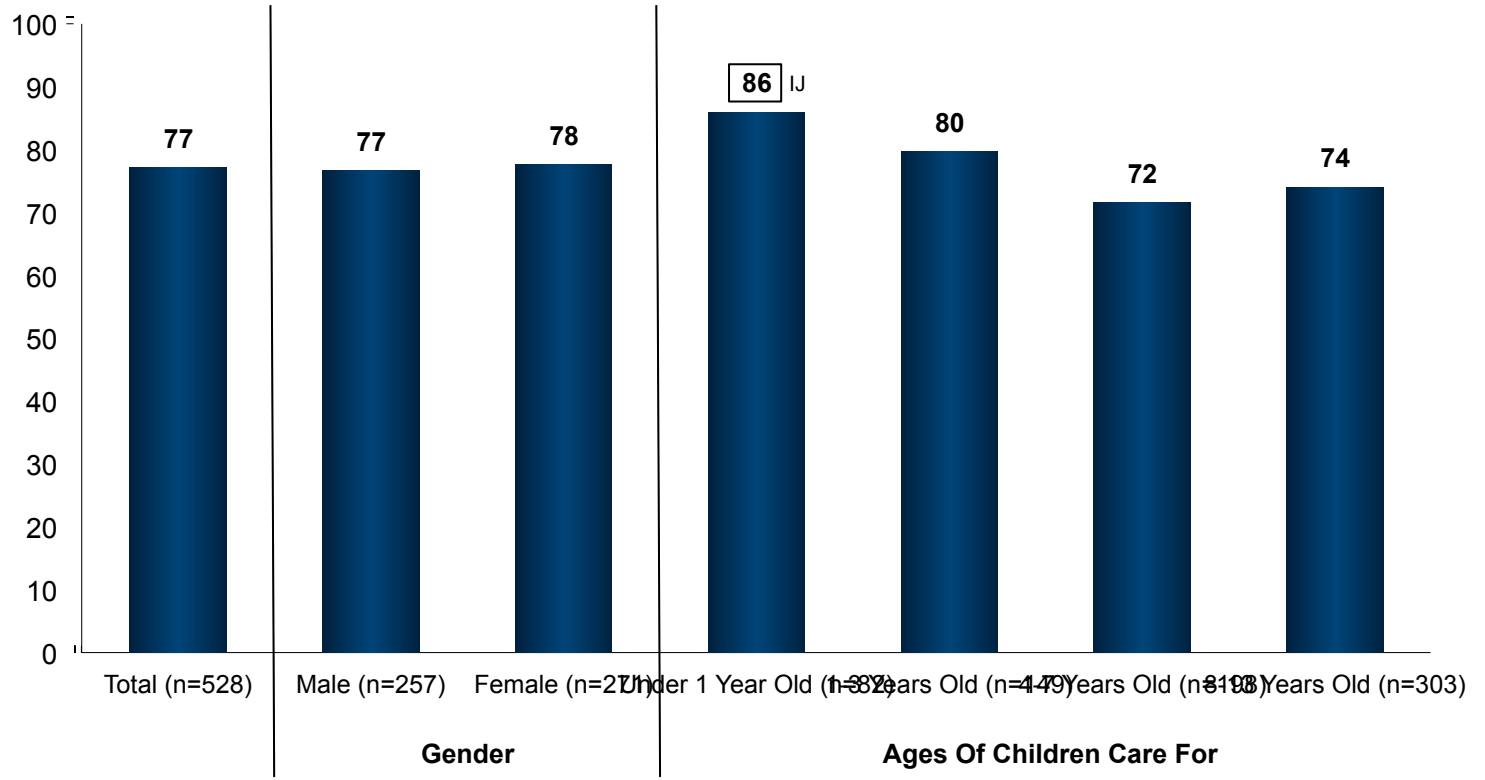
Safety Of Children When Riding In A Car (Top-3-Box) (Cont'd)



Base: Total Respondents
Q2: How safe do you think the **child you care for is** / **children you care for are**] when they ride in the car? Please use a scale from 1 to 10, where a 10 means **EXTREMELY SAFE** and a 1 means **NOT AT ALL SAFE**.

More than three-fourths of respondents were extremely confident that the child they care for is as safe as they can be when riding in a car. Parents/ caregivers of children "Under 1 Year Old" were significantly more confident that the child they care for is as safe as they can be than parents/caregivers of children "4-7 Years Old" and "8-13 Years Old."

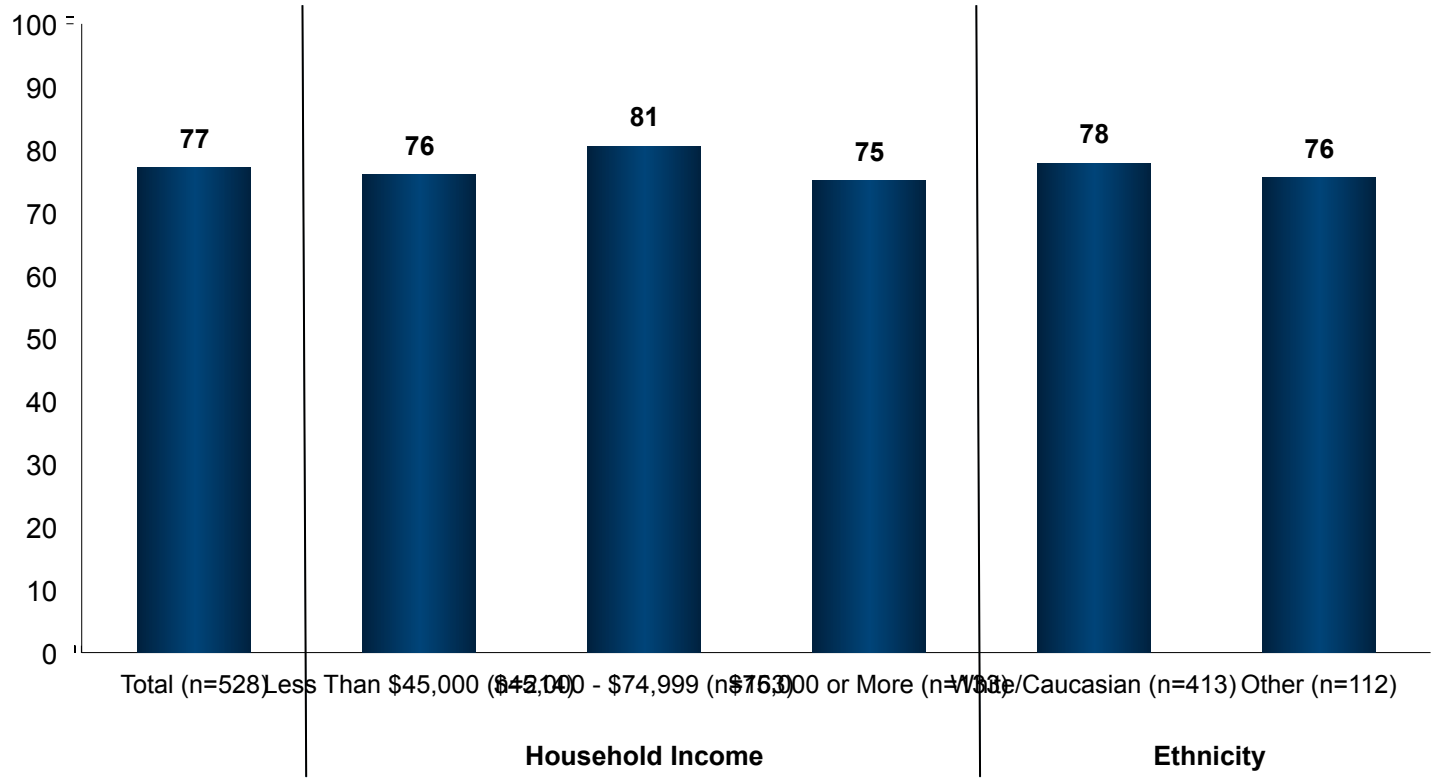
Confidence That Children Are As Safe As They Can Be When In A Car (Top-3-Box)



Base: Total Respondents
Q3: How confident are you that the **child you care for is** / **children you care for are**] currently as safe as they could be when riding in a car? Please use a scale from 1 to 10, where a 10 means **EXTREMELY CONFIDENT** and a 1 means **NOT AT ALL CONFIDENT**.

There were no significant differences for household income and ethnicity on how confident the child they care for is as safe as they could be when riding in a car.

Confidence That Children Are As Safe As They Can Be When In A Car (Top-3-Box) (Cont'd)



Base: Total Respondents

Q3: How confident are you that the **child you care for is / children you care for are]** currently as safe as they could be when riding in a car? Please use a scale from 1 to 10, where a 10 means **EXTREMELY CONFIDENT** and a 1 means **NOT AT ALL CONFIDENT**.

Nearly three-fifths of respondents think of *protection* related words such as *safe/safety* when they hear the phrase "*car seat*".

First Word Think Of When Hear The Phrase "Car Seat"

		--------Gender--------		----------Age Of Children Care For----------			
Total Respondents	Total (526) %	Male (244) %	Female (274) %	Under 1 Year Old (82) %	1-3 Years Old (140) %	4-7 Years Old (158) %	8-13 Years Old (153) %
Protection (net)	57	54	59	58	62	58	52
Safe/safety	45	44	47	49	51	43	41
Seat belt/buckle	5	5	6	3	8	9	5
Protection/protected	3	1	4	3	1	2	3
Restraint	2	2	2	1	2	3	2
All other protection mentions	2	2	1	2	0	1	2
Children (net)	23	21	24	22	16	16	28
Baby/babies	12	11	13	14	7	8	15
Child/children/kids	7	7	7	7	8	6	7
Infant	2	2	3	1	1	1	4
All other children mentions	1	1	2	-	-	1	2
Miscellaneous Mentions							
Mandatory/required/law/needed/important	3	2	4	4	4	5	3
Difficult/hassle/annoying/inconvenient	2	2	1	-	1	3	2
Nothing	0	0	-	-	-	-	0
Don't know/no answer	3	5	2	2	3	4	4
All other miscellaneous mentions	12	15	9	14	13	14	10

Base: Total Respondents
Q4: What is the first word you think of when you hear "car seat"? Please enter only one word below?

Regardless of income or ethnicity respondents think of *protection* related words, such as *safe/safety* when they hear the phrase "*car seat*".

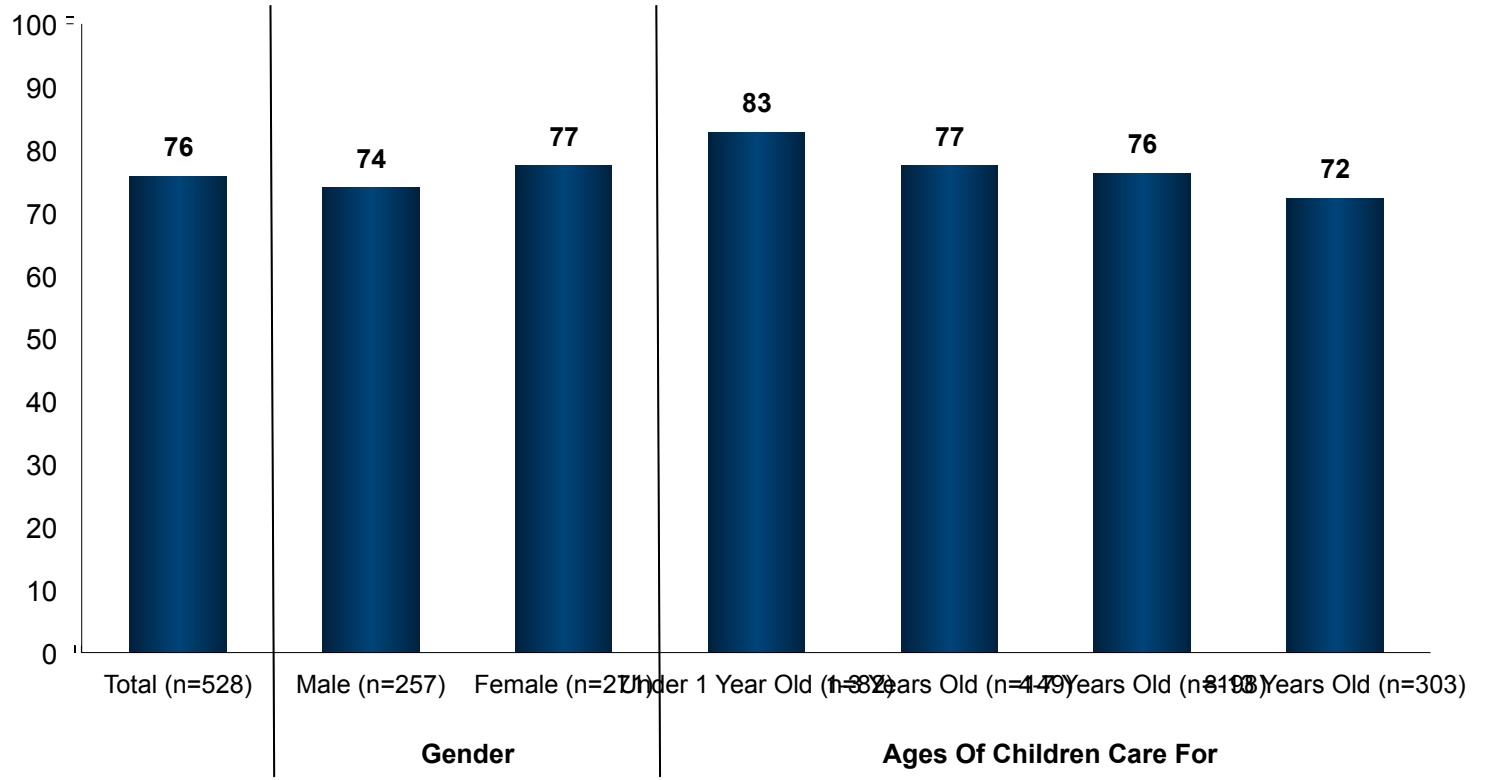
First Word Think Of When Hear The Phrase "Car Seat" (Cont'd)

		--------Household Income---------			--------Ethnicity--------	
	Total	Less Than $45,000	$45,000 - $74,999	$75,000 or More	White/ Caucasian	Other
Total Respondents	(528)	(214)	(163)	(133)	(413)	(112)
	%	%	%	%	%	%
Protection (net)	57	64	60	44	57	58
Safe/safety	45	53	44	38	45	48
Seat belt/buckle	5	6	7	3	5	5
Protection/protected	3	3	4	1	3	3
Restraint	2	1	3	1	2	1
All other protection mentions	2	1	3	1	2	1
Children (net)	23	19	20	31	23	22
Baby/babies	12	12	10	14	12	13
Child/children/kids	7	4	8	11	7	8
Infant	2	2	3	3	3	-
All other children mentions	1	0	-	4	1	2
Miscellaneous Mentions						
Mandatory/required/law/needed/important	3	1	5	4	3	2
Difficult/hassle/annoying/inconvenient	2	1	1	5	2	1
Nothing	0	1	-	-	-	1
Don't know/no answer	3	3	2	6	3	4
All other miscellaneous mentions	12	12	12	11	11	13

Base: Total Respondents
Q4: What is the first word you think of when you hear "car seat"? Please enter only one word below?

Three-fourths of respondents were extremely confident that they have the correct information regarding child safety restraints.

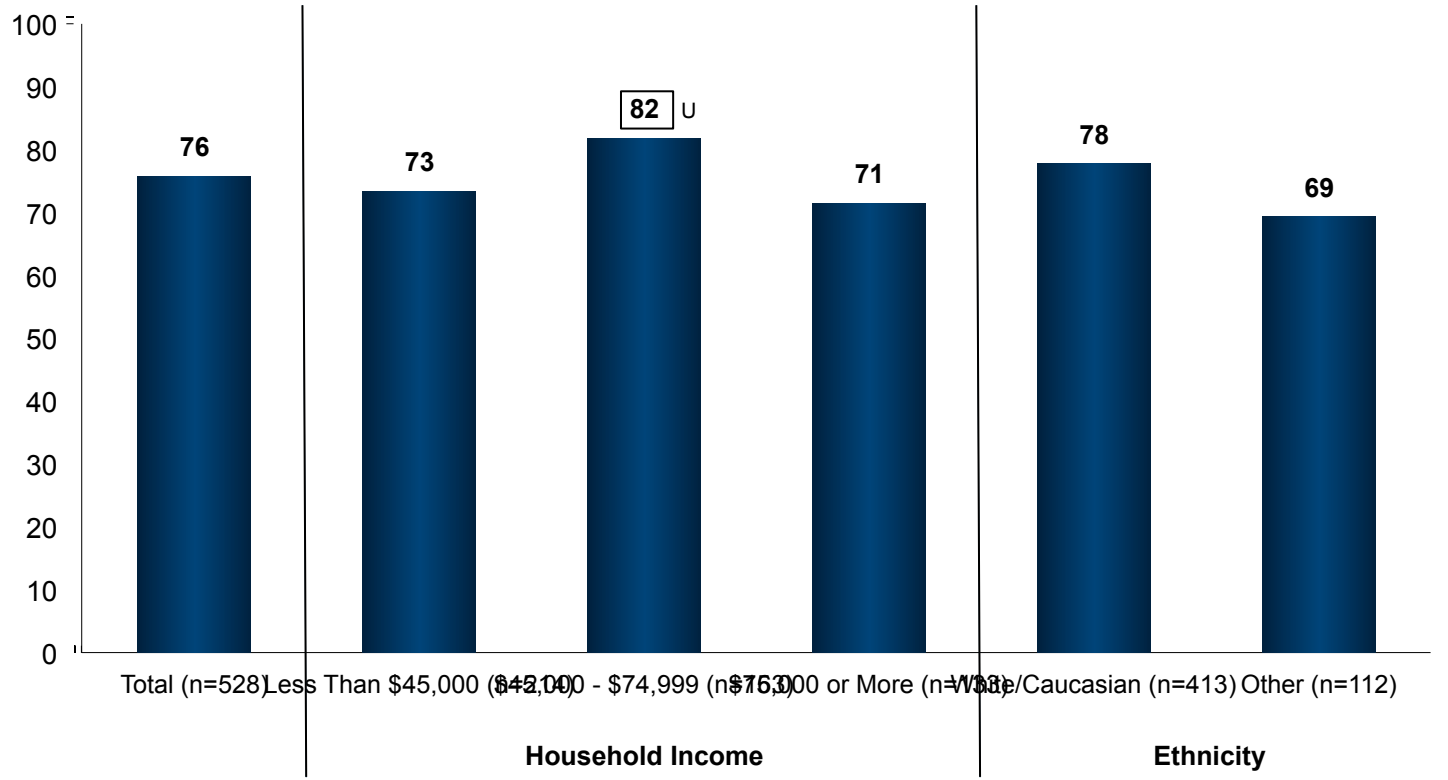
Confidence In Having The Correct Information Regarding Child Safety Restraints (Top-3-Box)



Base: Total Respondents
Q5: How confident are you that you have the correct information regarding child safety restraints (car seats, booster seats, seat belts) for the child / children you care for? Please use a scale from 1 to 10, where a 10 means **EXTREMELY CONFIDENT** and a 1 means **NOT AT ALL CONFIDENT**.

Significantly more "$45,000-$74,000" household income respondents were extremely confident that they have the correct information regarding child safety restraints than "$75,000 or more" household income respondents.

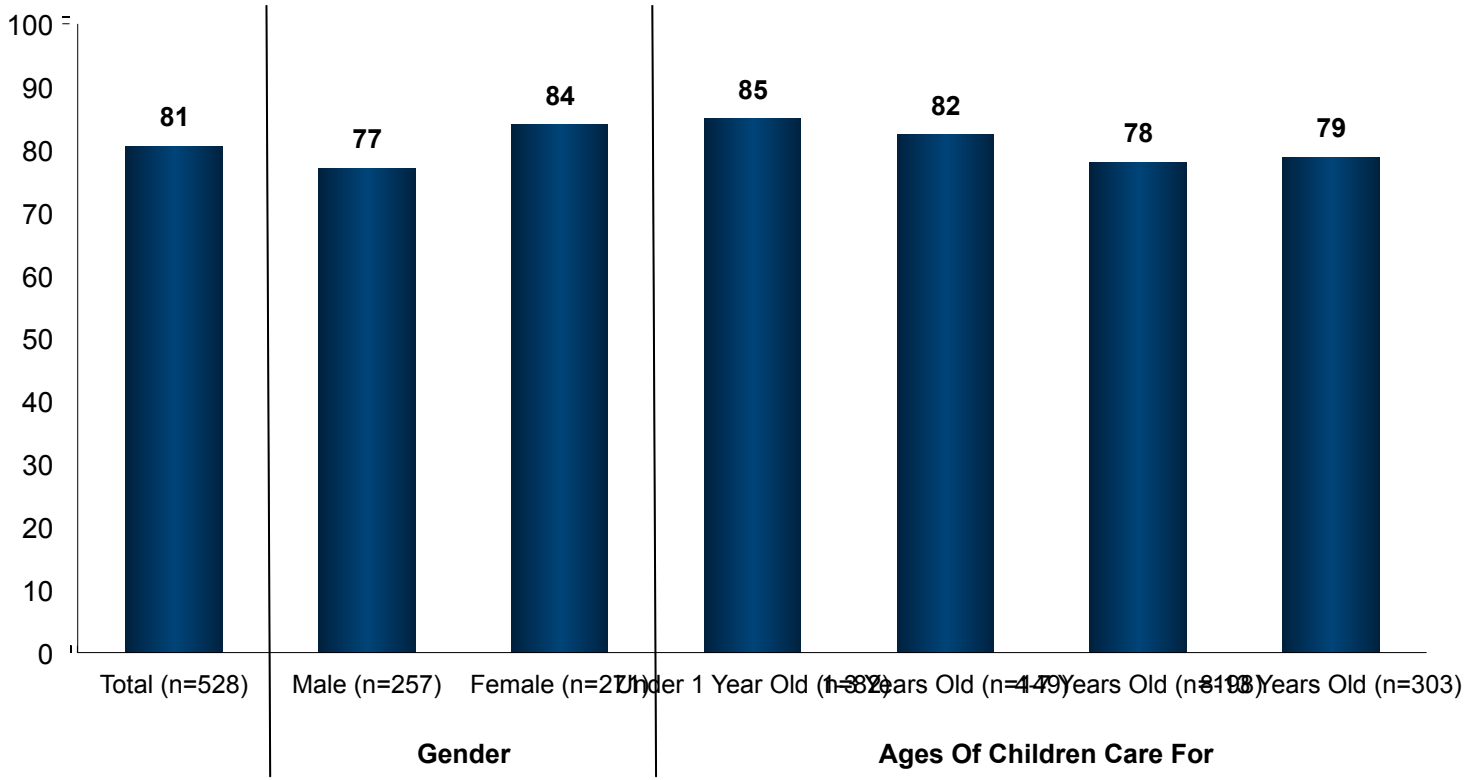
Confidence In Having The Correct Information Regarding Child Safety Restraints (Top-3-Box) (Cont'd)



Base: Total Respondents
Q5: How confident are you that you have the correct information regarding child safety restraints (car seats, booster seats, seat belts) for the child / children you care for? Please use a scale from 1 to 10, where a 10 means **EXTREMELY CONFIDENT** and a 1 means **NOT AT ALL CONFIDENT**.

Four-fifths of respondents were extremely confident that the child they care for is in the correct safety restraint for their age, weight and height.

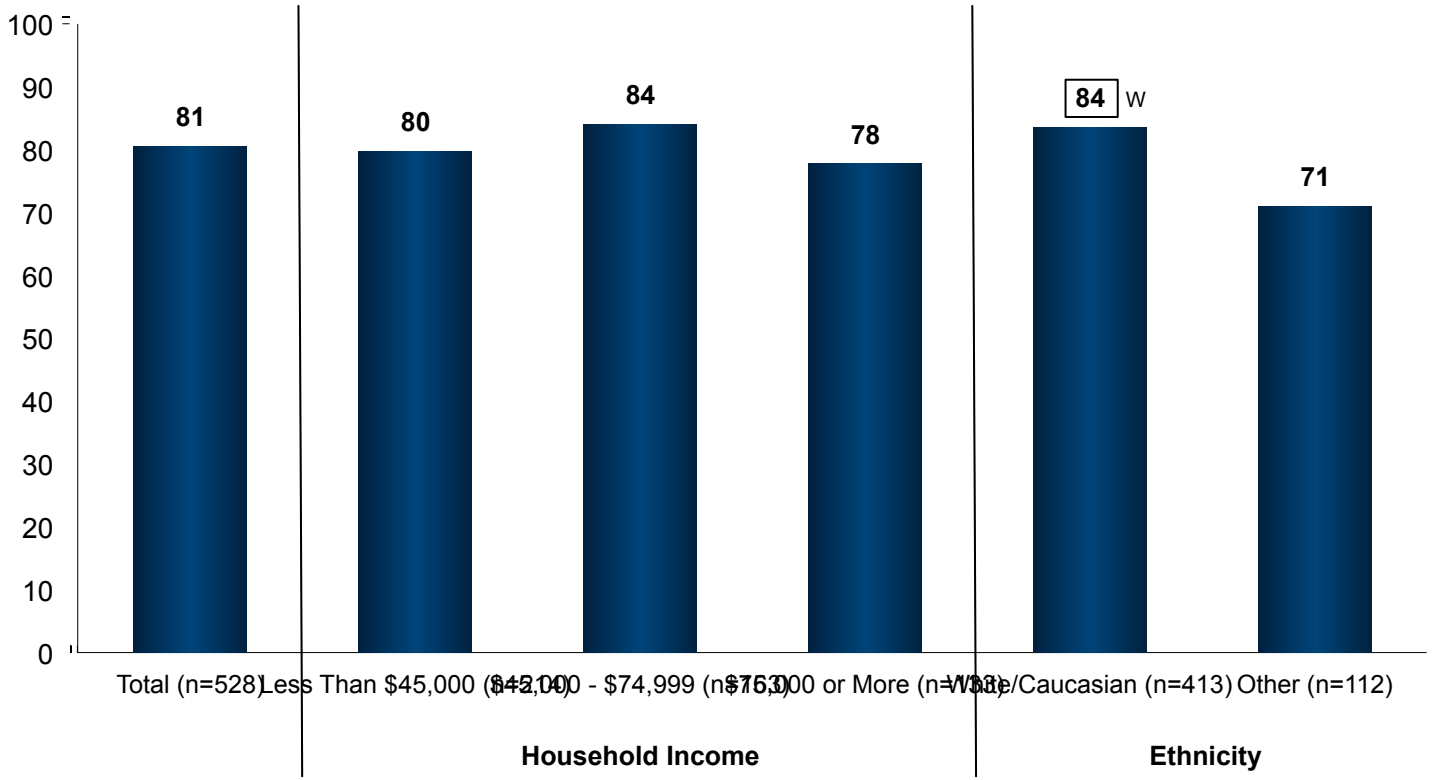
Confidence In Having The Correct Child Safety Restraints (Top-3-Box)



Base: Total Respondents
Q6: How confident are you that the **child you care for is** / **children you care for are** in the correct child safety restraint (car seat, booster seat, seat belt) for their age, weight and height? Please use a scale from 1 to 10, where a 10 means **EXTREMELY CONFIDENT** and a 1 means **NOT AT ALL CONFIDENT**.

Significantly more "White/Caucasian" respondents were extremely confident that the child they care for is in the correct safety restraint for their age, weight and height than "Other" respondents.

Confidence In Having The Correct Child Safety Restraints (Top-3-Box) (Cont'd)

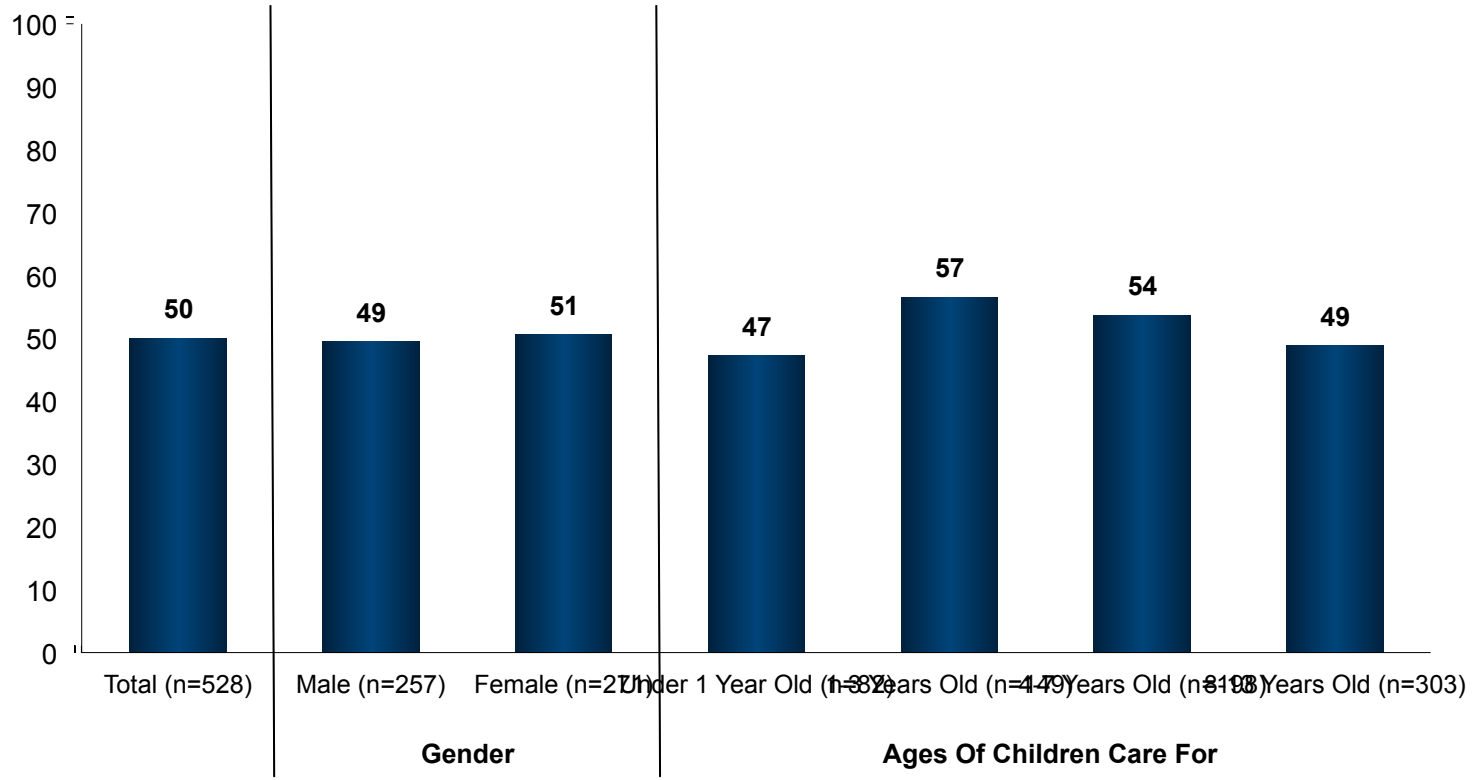


Base: Total Respondents

Q6: How confident are you that the **child you care for is** / **children you care for are** in the correct child safety restraint (car seat, booster seat, seat belt) for their age, weight and height? Please use a scale from 1 to 10, where a 10 means **EXTREMELY CONFIDENT** and a 1 means **NOT AT ALL CONFIDENT**.

Half of the respondents were extremely familiar with the National Highway Traffic Safety Administration (NHTSA) guidelines regarding correct child safety seat usage.

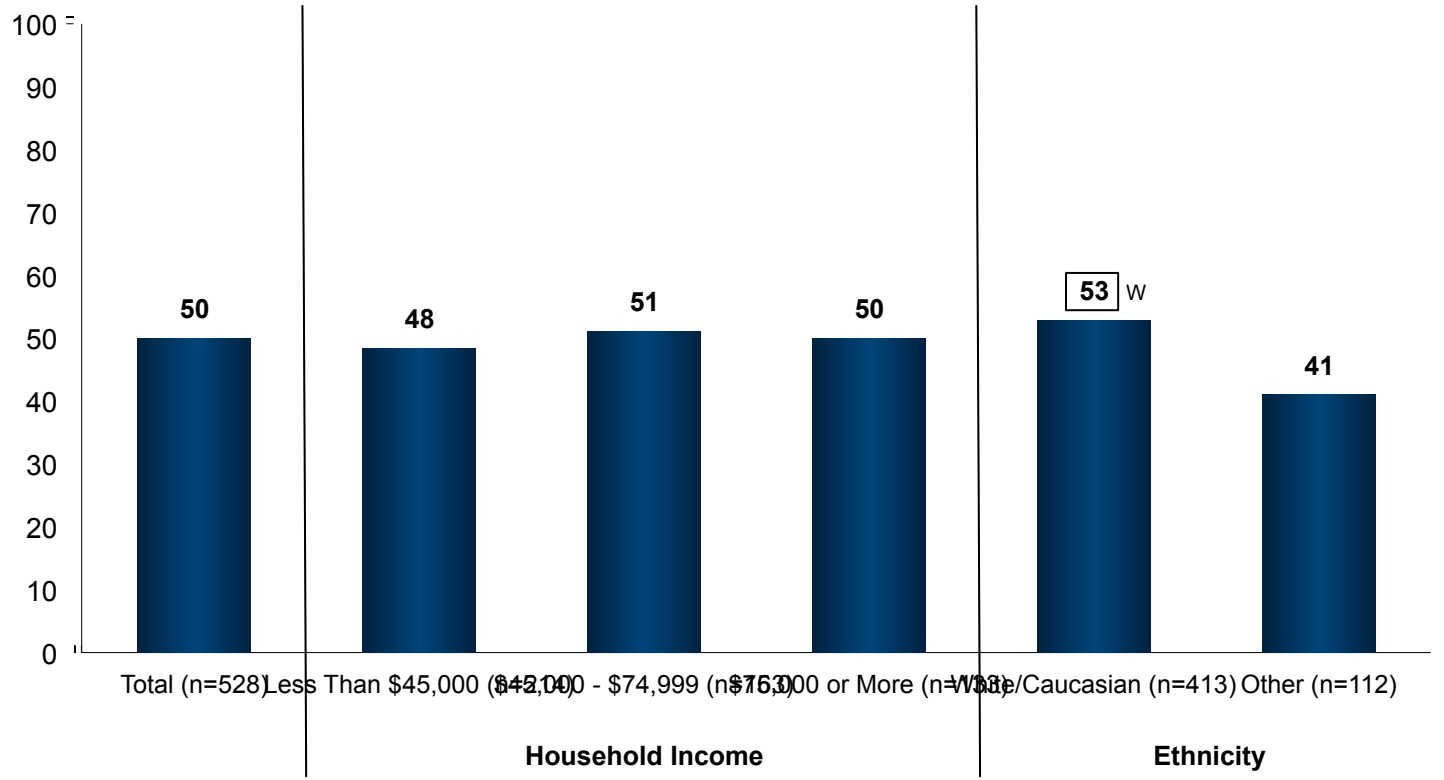
Familiarity With NHTSA Guidelines Regarding Correct Child Safety Seat Usage (Top-3-Box)



Base: Total Respondents
Q7: What is your level of familiarity with the National Highway Traffic Safety Administration (NHTSA) guidelines regarding correct child safety seat usage? Please use a scale from 1 to 10, where a 10 means **EXTREMELY FAMILIAR** and a 1 means **NOT AT ALL FAMILIAR**.

Significantly more "White/Caucasian" respondents were extremely familiar with the National Highway Traffic Safety Administration (NHTSA) guidelines regarding correct child safety seat usage than "Other" ethnicities.

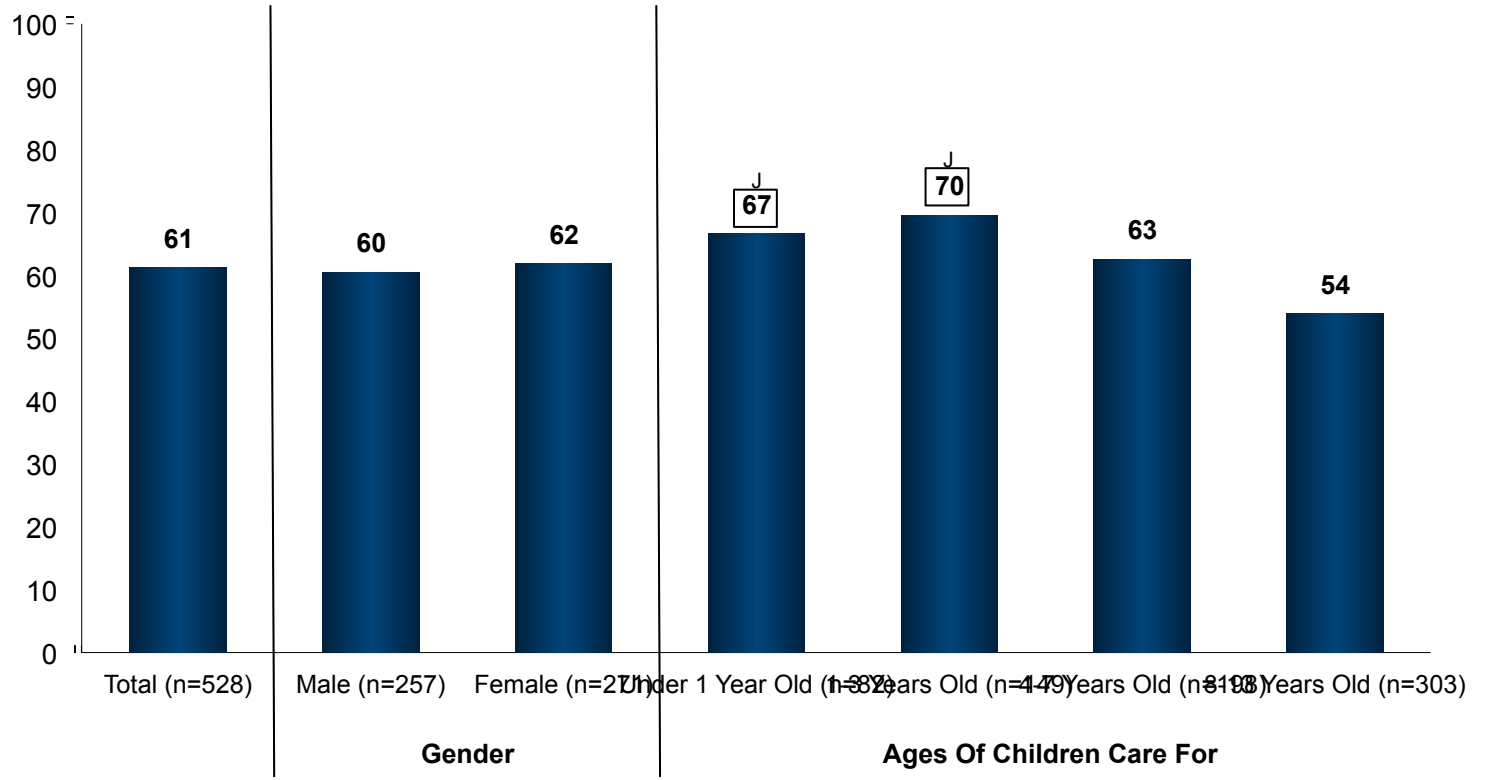
Familiarity With NHTSA Guidelines Regarding Correct Child Safety Seat Usage (Top-3-Box) (Cont'd)



Base: Total Respondents
Q7: What is your level of familiarity with the National Highway Traffic Safety Administration (NHTSA) guidelines regarding correct child safety seat usage? Please use a scale from 1 to 10, where a 10 means **EXTREMELY FAMILIAR** and a 1 means **NOT AT ALL FAMILIAR**.

Three-fifths of the respondents were extremely motivated to seek out more information about correct child safety restraint usage. Parents/ caregivers of children "Under 1 Year Old" and "1-3 Years Old" were significantly more motivated to seek out more information than parents/ caregivers of children "8-13 Years Old."

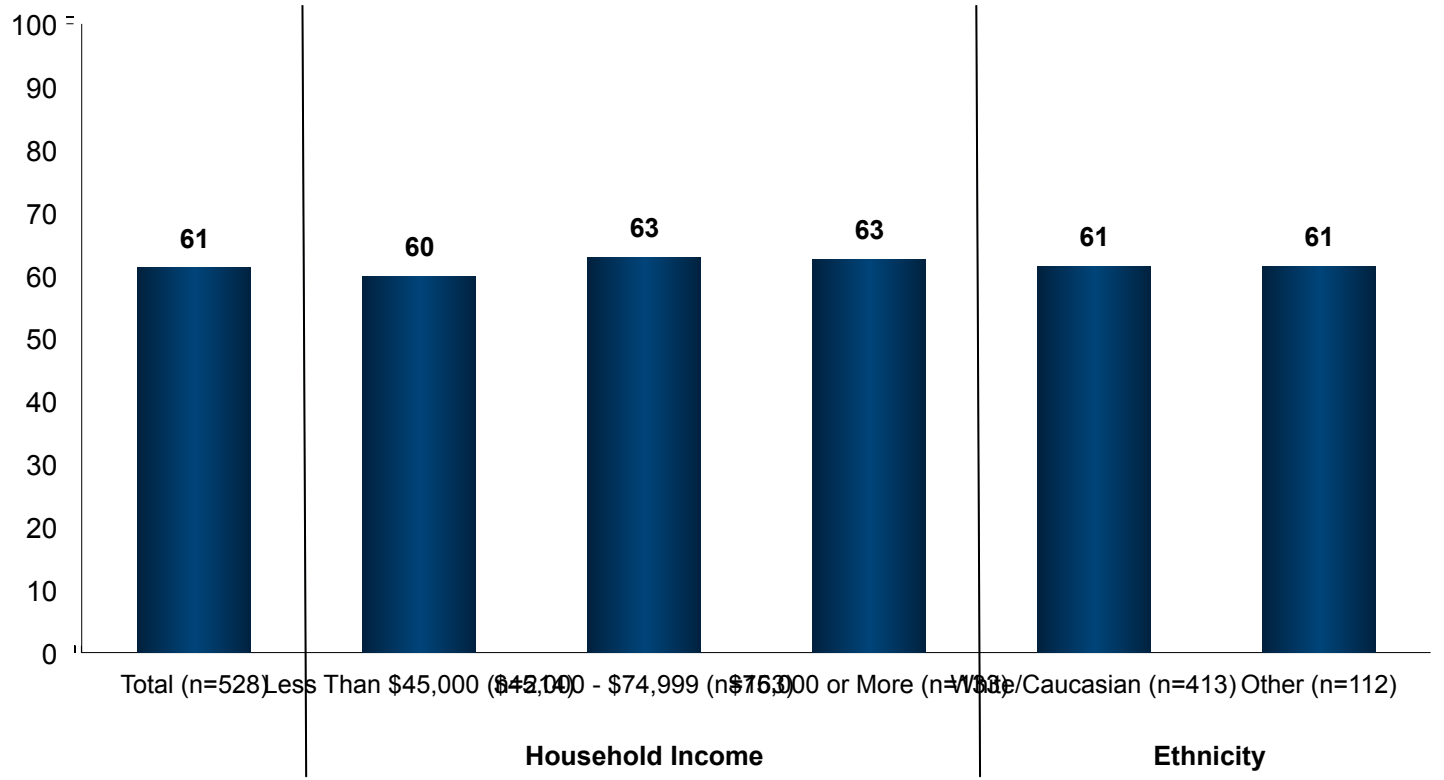
Motivation In Seeking More Information About Correct Child Safety Restraint Usage (Top-3-Box)



Base: Total Respondents
Q8: How motivated are you to seek out more information about correct child safety restraint usage? Please use a scale from 1 to 10, where a 10 means **EXTREMELY MOTIVATED** and a 1 means **NOT AT ALL MOTIVATED**.

There was no significant difference for household income and ethnicity on how motivated respondents were to seek out more information about correct child safety restraint usage.

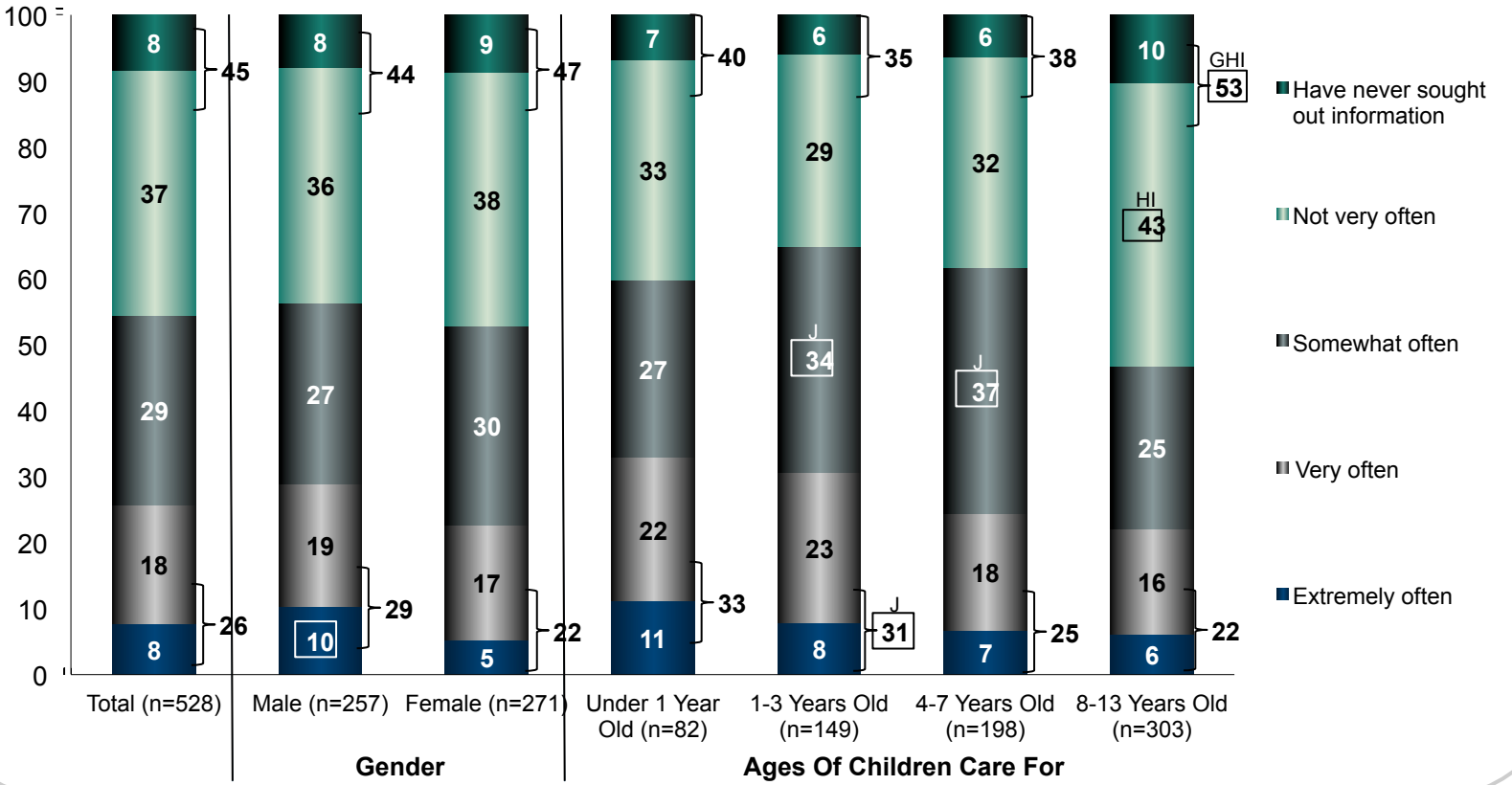
Motivation In Seeking More Information About Correct Child Safety Restraint Usage (Top-3-Box) (Cont'd)



Base: Total Respondents
Q8: How motivated are you to seek out more information about correct child safety restraint usage? Please use a scale from 1 to 10, where a 10 means **EXTREMELY MOTIVATED** and a 1 means **NOT AT ALL MOTIVATED**.

One-quarter of respondents seek out information about correct child restraint usage *extremely* or *very* often. Parents/caregivers of children "8-13 Years Old" seek information significantly less often or have never sought out information compared to all other age groups.

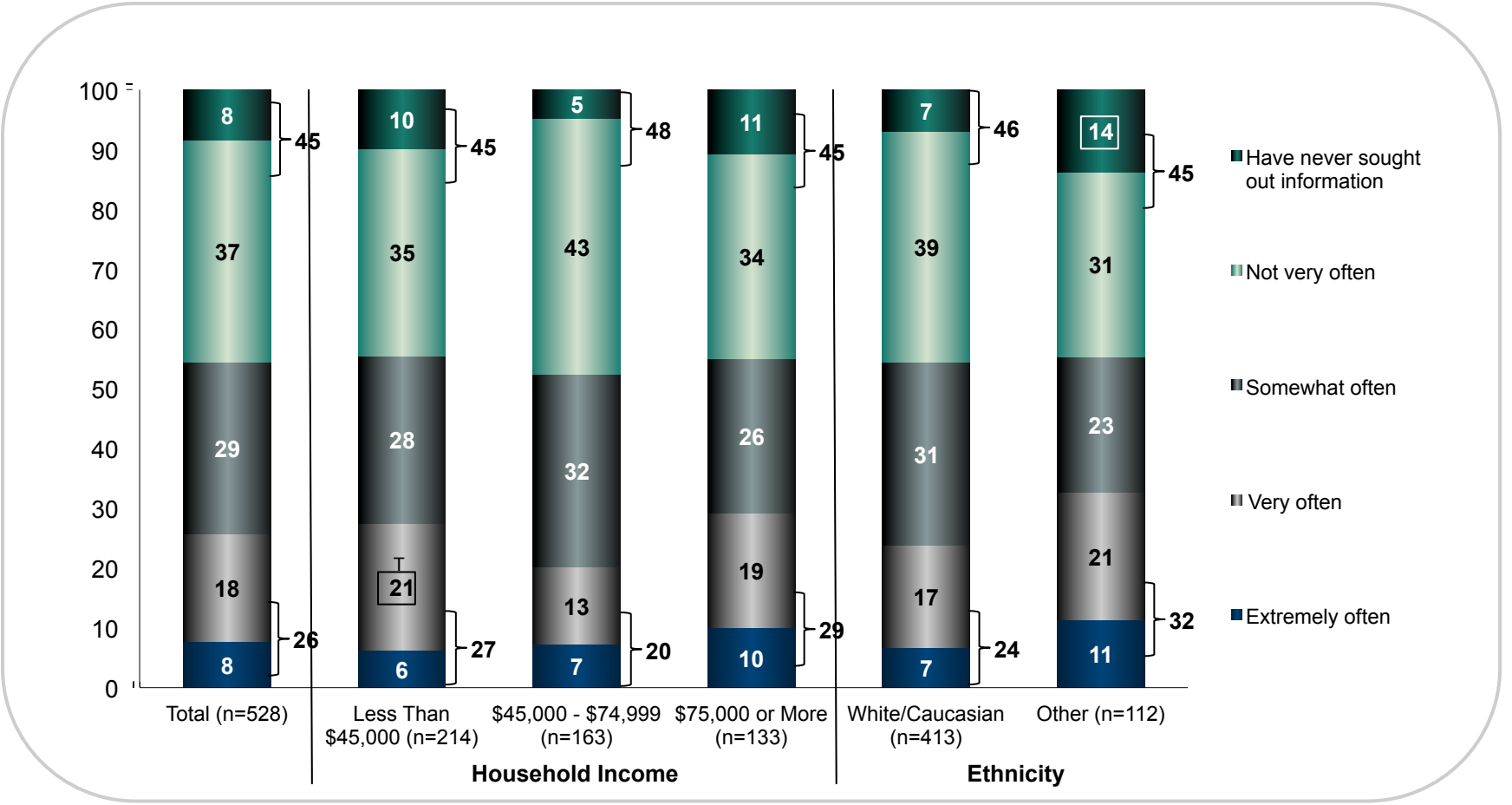
Frequency Of Seeking Out Information About Correct Child Safety Restraint Usage



Base: Total Respondents
Q9: How often do you seek out information about correct child restraint usage?

"Other" ethnicities have never sought out information significantly more than "White/Caucasian" respondents.

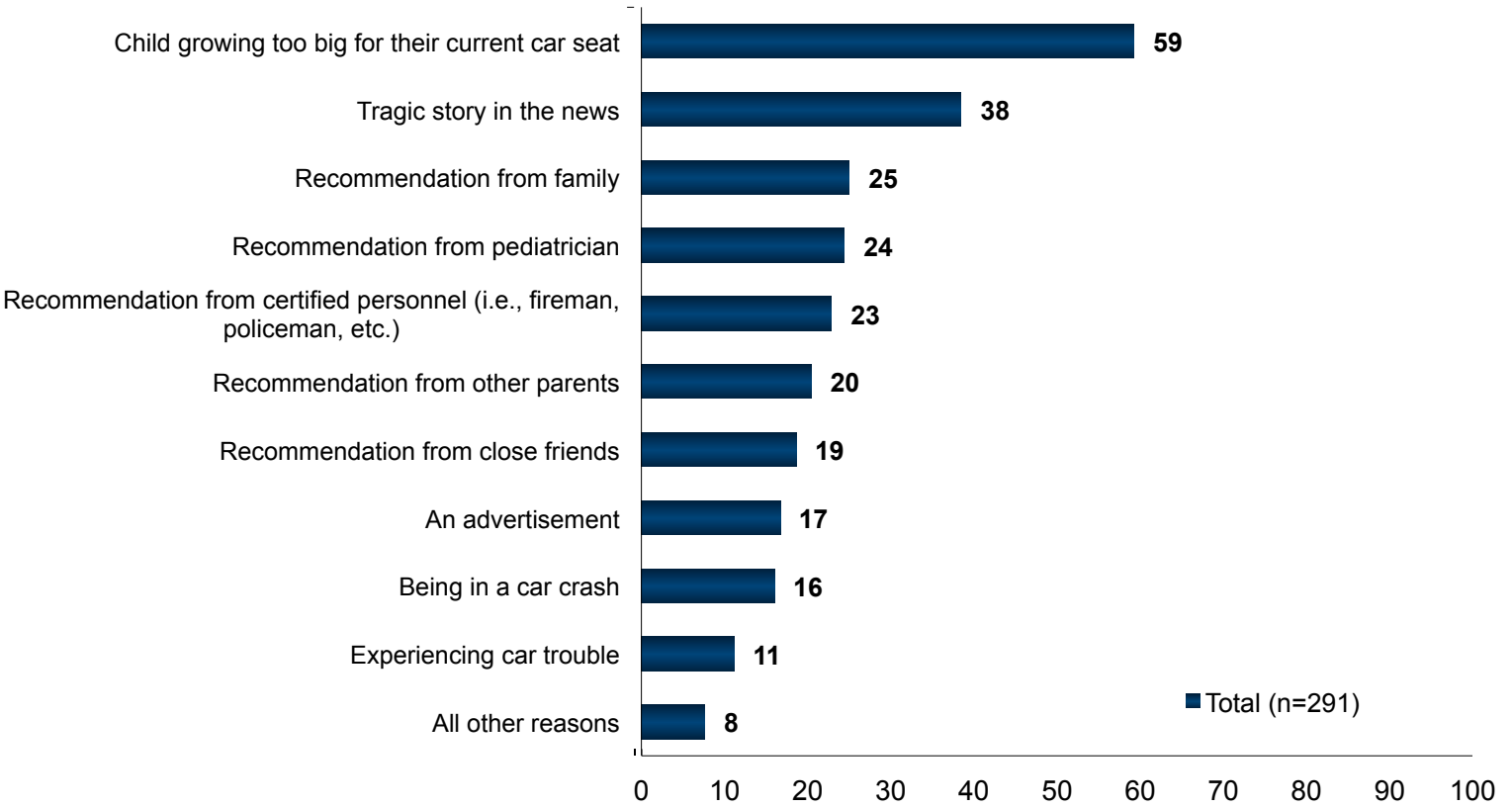
Frequency Of Seeking Out Information About Correct Child Safety Restraint Usage (Cont'd)



Base: Total Respondents
Q9: How often do you seek out information about correct child restraint usage?

Three-fifths of respondents said *child growing too big for their current car seat* has caused them to seek out more information about correct child safety restraint usage.

Reasons For Seeking Out Information About Correct Child Safety Restraint Usage - Total



Base: Total Who Often Seek Out Information About Correct Child Safety Restraint Usage
Q10: What has caused you to seek out more information about correct child safety restraint usage in the past?

Significantly more parents/caregivers of children "4-7 Years Old" said that *experience* has caused them to seek out more information about correct child safety restraint usage than parents/caregivers of children "8-13 Years Old".

Reasons For Seeking Out Information About Correct Child Safety Restraint Usage (Cont'd)

		--------Gender--------		----------Age Of Children Care For----------			
	Total	Male	Female	Under 1 Year Old	1-3 Years Old	4-7 Years Old	8-13 Years Old
Total Who Often Seek Out Information About Correct Child Safety Restraint Usage	%	%	%	%	%	%	%
Experience (net)	67	62	72	61	75	76 J	63
Child growing too big for their current car seat	59	49	69	59	70 J	71 J	55
Being in a car crash	16	21	11	13	14	10	17
Experiencing car trouble	11	16	7	11	8	11	14
Recommendation (net)	58	64	52	49	61	56	60
Recommendation From Authority Figures (subnet)	38	39	38	35	44	32	40
Recommendation from pediatrician	24	25	24	23	31 I	17	25
Recommendation from certified personnel (i.e., fireman, policeman, etc.)	23	23	23	18	21	23	25
Recommendation From Peers/Family/Friends (subnet)	39	48	30	37	40	39	37
Recommendation from family	25	31	19	23	25	20	23
Recommendation from other parents	20	22	19	25	27 J	23	16
Recommendation from close friends	19	24	14	16	25 J	22	14
Media Influence (net)	45	50	40	49	37	40	50
Tragic story in the news	38	40	36	47	32	36	43
An advertisement	17	20	13	20	13	12	17
All other reasons	8	5	11	9	11	7	7

Base: Total Who Often Seek Out Information About Correct Child Safety Restraint Usage
Q10: What has caused you to seek out more information about correct child safety restraint usage in the past?

Higher incomes ($75,000 or more) are significantly more likely to seek out information because of *media influence* such as *tragic stories* than respondents who have a household income of "$45,000 - $74,999".

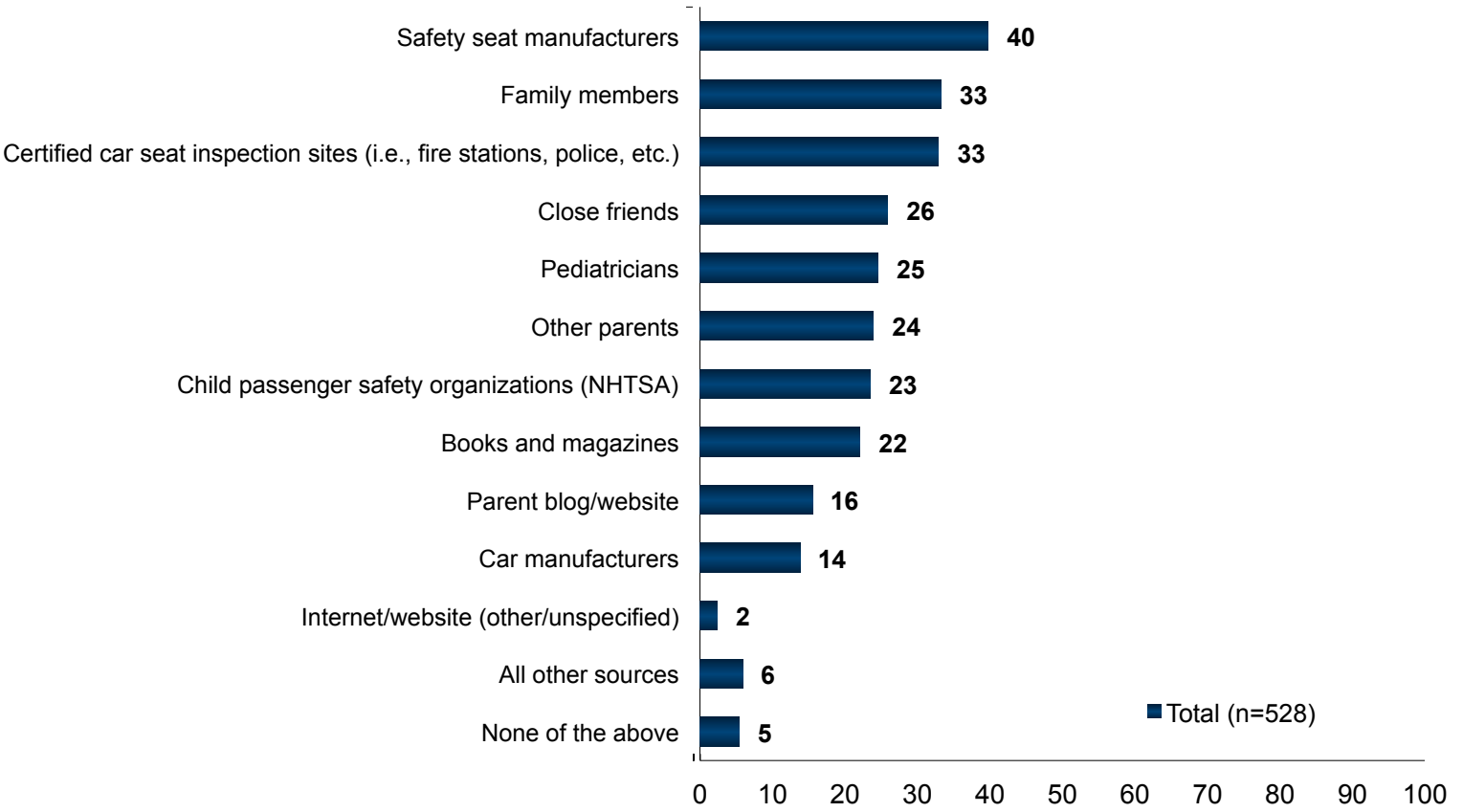
Reasons For Seeking Out Information About Correct Child Safety Restraint Usage (Cont'd)

		--------Household Income---------			--------Ethnicity--------	
	Total	Less Than $45,000	$45,000 - $74,999	$75,000 or More	White/ Caucasian	Other
Total Respondents	(528)	(214)	(163)	(133)	(413)	(112)
	%	%	%	%	%	%
Experience (net)	67	66	71	63	68	61
Child growing too big for their current car seat	59	60	62	53	65	40
Being in a car crash	16	18	17	15	12	29
Experiencing car trouble	11	16	7	9	9	19
Recommendation (net)	58	61	57	58	55	69
Recommendation From Authority Figures (subnet)	38	35	42	43	38	40
Recommendation from pediatrician	24	20	28	30	23	30
Recommendation from certified personnel (i.e., fireman, policeman, etc.)	23	23	23	22	23	21
Recommendation From Peers/Family/Friends (subnet)	39	43	35	41	35	54
Recommendation from family	25	31	21	23	21	38
Recommendation from other parents	20	20	21	23	17	31
Recommendation from close friends	19	18	20	19	17	26
Media Influence (net)	45	45	38	52	42	58
Tragic story in the news	38	39	29	45 T	36	48
An advertisement	17	20	15	16	12	32
All other reasons	8	5	7	12	8	5

Base: Total Who Often Seek Out Information About Correct Child Safety Restraint Usage
Q10: What has caused you to seek out more information about correct child safety restraint usage in the past?

Respondents were most likely to consult *safety seat manufacturers* to get information on correct child safety restraint usage. In addition, one-third of respondents consulted *certified car seat inspection sites* and *family members* to get information on correct child safety restraint usage.

Sources Of Information About Correct Child Safety Restraint Usage Consulted In The Past - Total



Base: Total Respondents
Q11: Who or what have you consulted to get information on correct child safety restraint usage in the past?

Significantly more parents/caregivers of children "1-3 Years Old" have received information on correct child safety restraint usage by *pediatricians* than parents/caregivers of children "4-7 Years Old" and "8-13 Years Old."

Sources Of Information About Correct Child Safety Restraint Usage Consulted In The Past (Cont'd)

		---------Gender---------		----------Age Of Children Care For----------			
	Total	Male	Female	Under 1 Year Old	1-3 Years Old	4-7 Years Old	8-13 Years Old
Total Respondents	(528) %	(257) %	(271) %	(82) %	(119) %	(198) %	(303) %
Consulted Sources (net)	95	95	94	91	98 G	97 G	94
Child passenger safety organizations (NHTSA)	23	28	19	23	26	27	21
Word Of Mouth (subnet)	59	60	59	70 IJ	70 IJ	54	57
Pediatricians	25	18	31	39	34	23	22
Peers/Family/Friends (sub-subnet)	48	54	43	52	55	44	46
Family members	33	36	31	40	40 I	30	31
Close friends	26	30	22	32	28	24	24
Other parents	24	25	23	27	29	21	22
Car/Safety Seat Manufacturers (subnet)	45	44	46	40	52	46	44
Safety seat manufacturers	40	38	42	38	48 J	42	37
Car manufacturers	14	15	13	11	14	13	14
Internet (subnet)	45	41	47	55 J	52	44	40
Certified car seat inspection sites (i.e., fire stations, police, etc.)	33	29	36	38	37	32	32
Parent blog/website	16	16	15	22 J	19	19 J	12
Internet/website (other/unspecified)	2	2	2	4	3	2	2
Books and magazines	22	25	19	26	21	23	21
All other sources	6	5	7	5	5	8	8
None of the above	5	5	6	9 HI	2	3	6

Base: Total Respondents
Q11: Who or what have you consulted to get information on correct child safety restraint usage in the past?

Significantly more "Other" respondents have consulted *Parent blog/websites* to get information on correct child safety restraint usage than "White/Caucasian" respondents.

Sources Of Information About Correct Child Safety Restraint Usage Consulted In The Past (Cont'd)

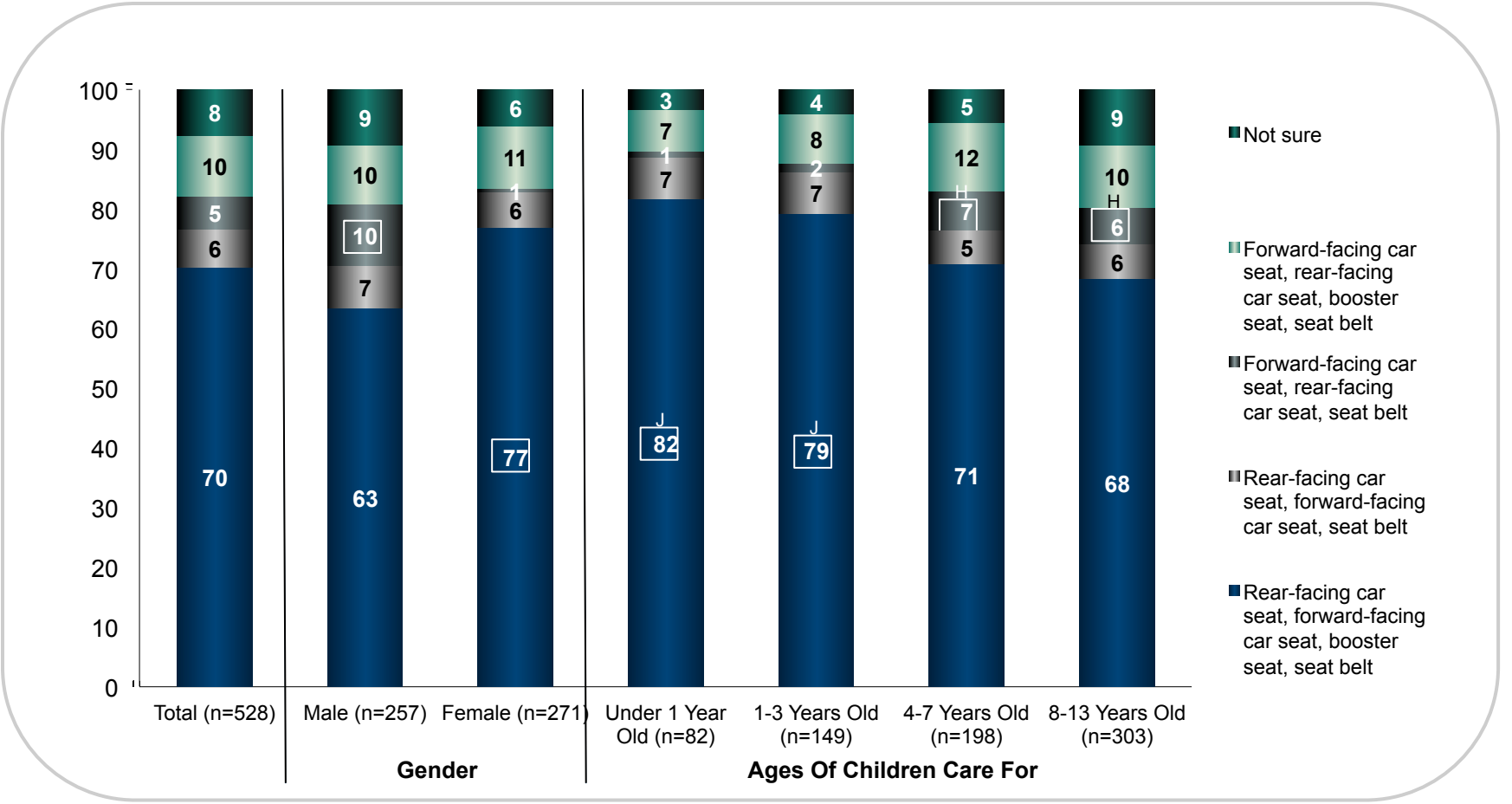
		--------Household Income---------			--------Ethnicity--------	
	Total	Less Than $45,000	$45,000 - $74,999	$75,000 or More	White/ Caucasian	Other
Total Respondents	(528)	(214)	(163)	(133)	(413)	(112)
	%	%	%	%	%	%
Consulted Sources (net)	95	96	96	93	96	92
Child passenger safety organizations (NHTSA)	23	21	23	27	24	22
Word Of Mouth (subnet)	59	64 U	60	53	59	61
Pediatricians	25	27	25	20	25	22
Peers/Family/Friends (sub-subnet)	48	51	49	45	48	49
Family members	33	44 TU	27	25	32	37
Close friends	26	27	28	23	25	28
Other parents	24	24	25	24	24	23
Car/Safety Seat Manufacturers (subnet)	45	38	49 S	50 S	46	41
Safety seat manufacturers	40	35	43	43	40	37
Car manufacturers	14	8	14	22 S	15	11
Internet (subnet)	45	45	46	42	44	46
Certified car seat inspection sites (i.e., fire stations, police, etc.)	33	34	31	32	34	29
Parent blog/website	16	16	18	14	14	23
Internet/website (other/unspecified)	2	2	4	2	2	2
Books and magazines	22	24	23	19	20	29
All other sources	6	5	5	9	5	8
None of the above	5	4	4	7	4	8

Base: Total Respondents
Q11: Who or what have you consulted to get information on correct child safety restraint usage in the past?

Seven in ten respondents believe *rear-facing car seat, forward-facing car seat, booster seat, seat belt* are the correct stages for child safety restraint usage established by NHTSA. Significantly more parents/caregivers of children "Under 1 Year Old" and "1-3 Years Old" chose these stages than parents/caregivers of children and "8-13 Years Old."

NHTSA
www.nhtsa.gov

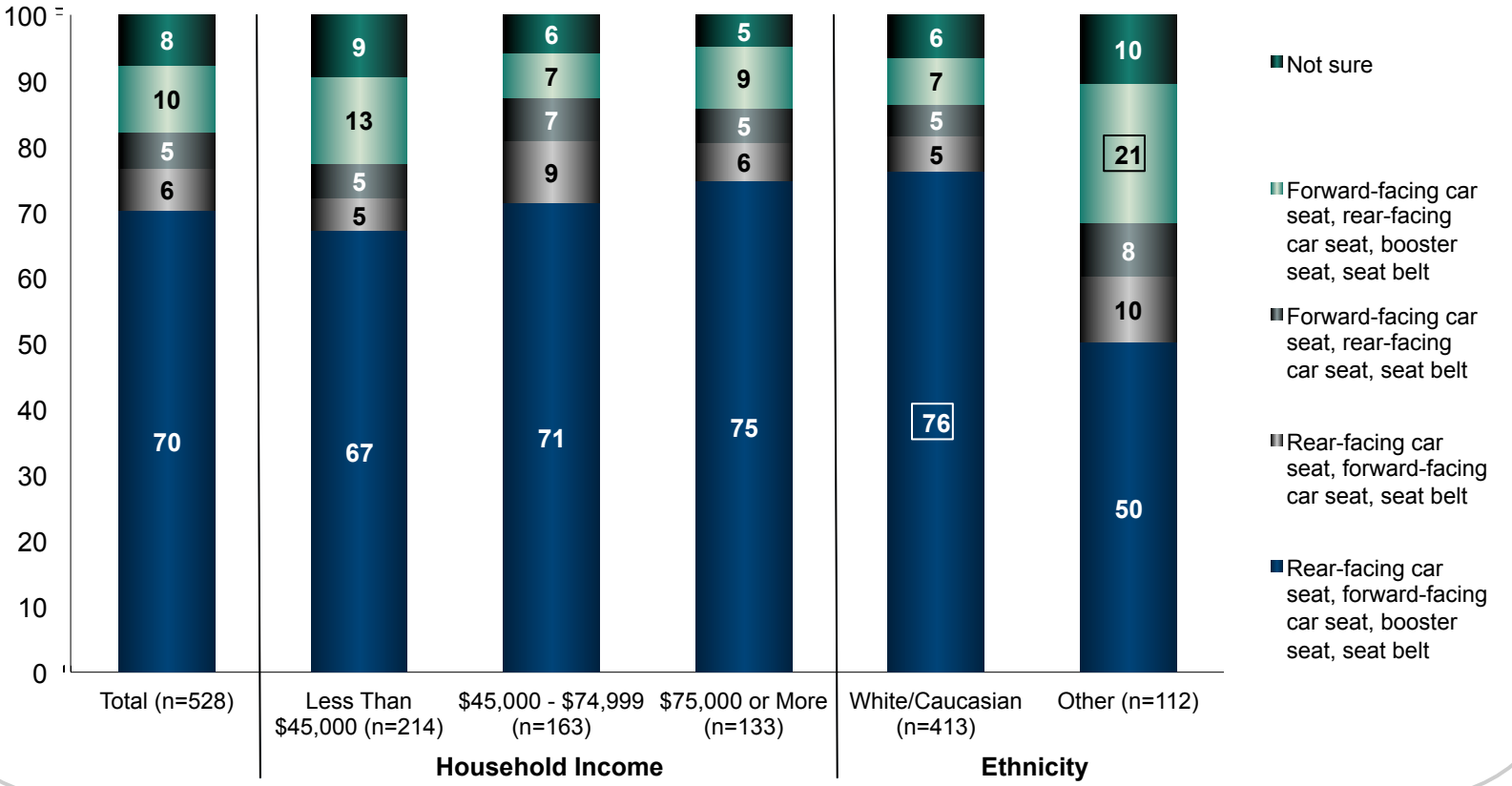
Correct Stages For Child Safety Restraint Usage Established By The NHTSA



Base: Total Respondents
Q12: Based on what you currently know, what are the correct stages for child safety restraint usage established by NHTSA?

Significantly more "White/Caucasian" respondents chose *rear-facing car seat, forward-facing car seat, booster seat, seat belt* as the correct stages for child safety restraint usage established by NHTSA than "Other" ethnicities.

Correct Stages For Child Safety Restraint Usage Established By The NHTSA (Cont'd)

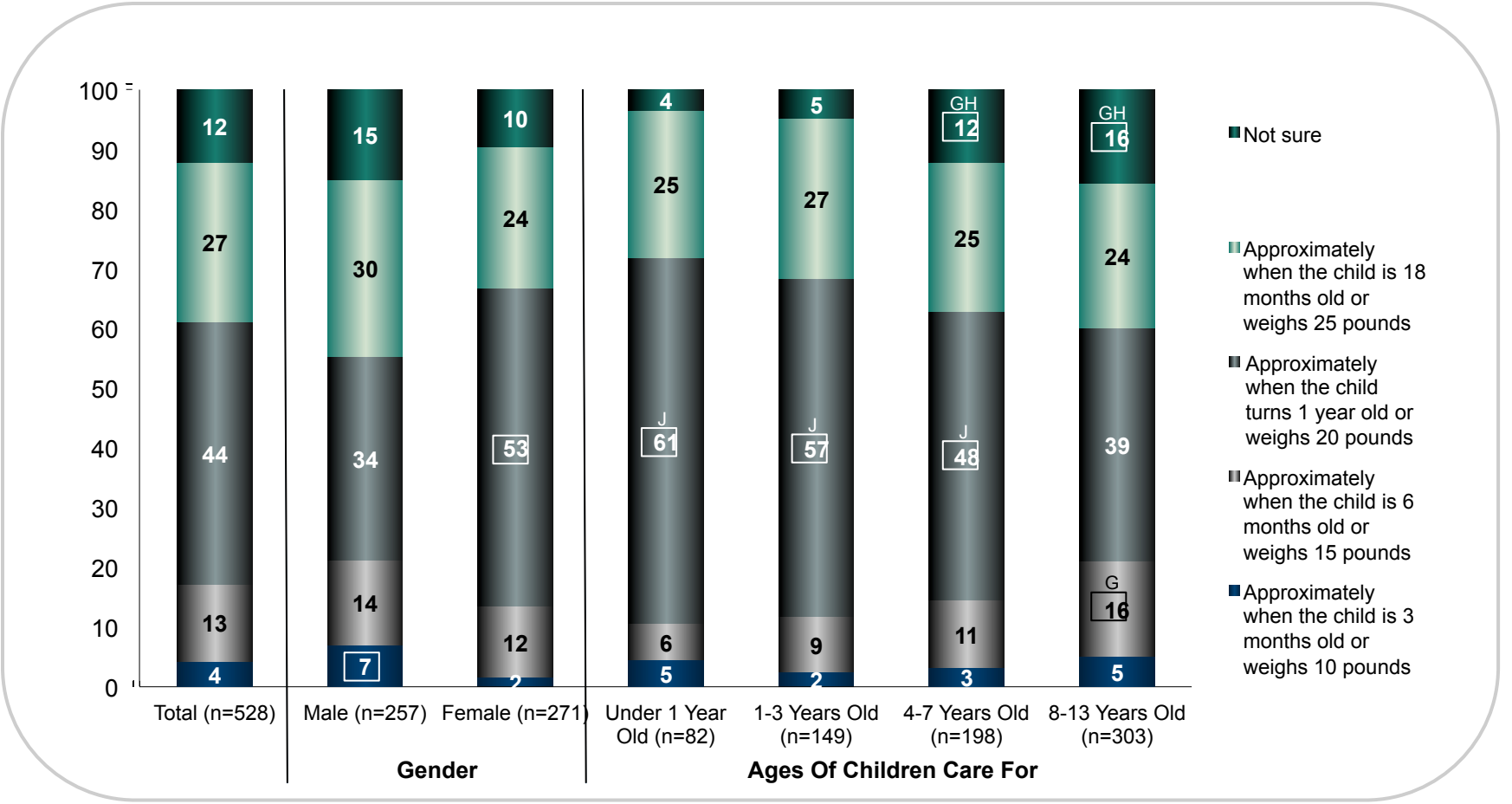


Base: Total Respondents
Q12: Based on what you currently know, what are the correct stages for child safety restraint usage established by NHTSA?

More than two-fifths of respondents chose *approximately when the child turns 1 year old or weighs 20 pounds* as the time to transition a child from a rear-facing car seat to a front-facing car seat based on NHTSA's guidelines. Significantly more parents/ caregivers of children "4-7 Years Old" and "8-13 Years Old" were *not sure* compared to parents/caregivers of the other age groups.

NHTSA
www.nhtsa.gov

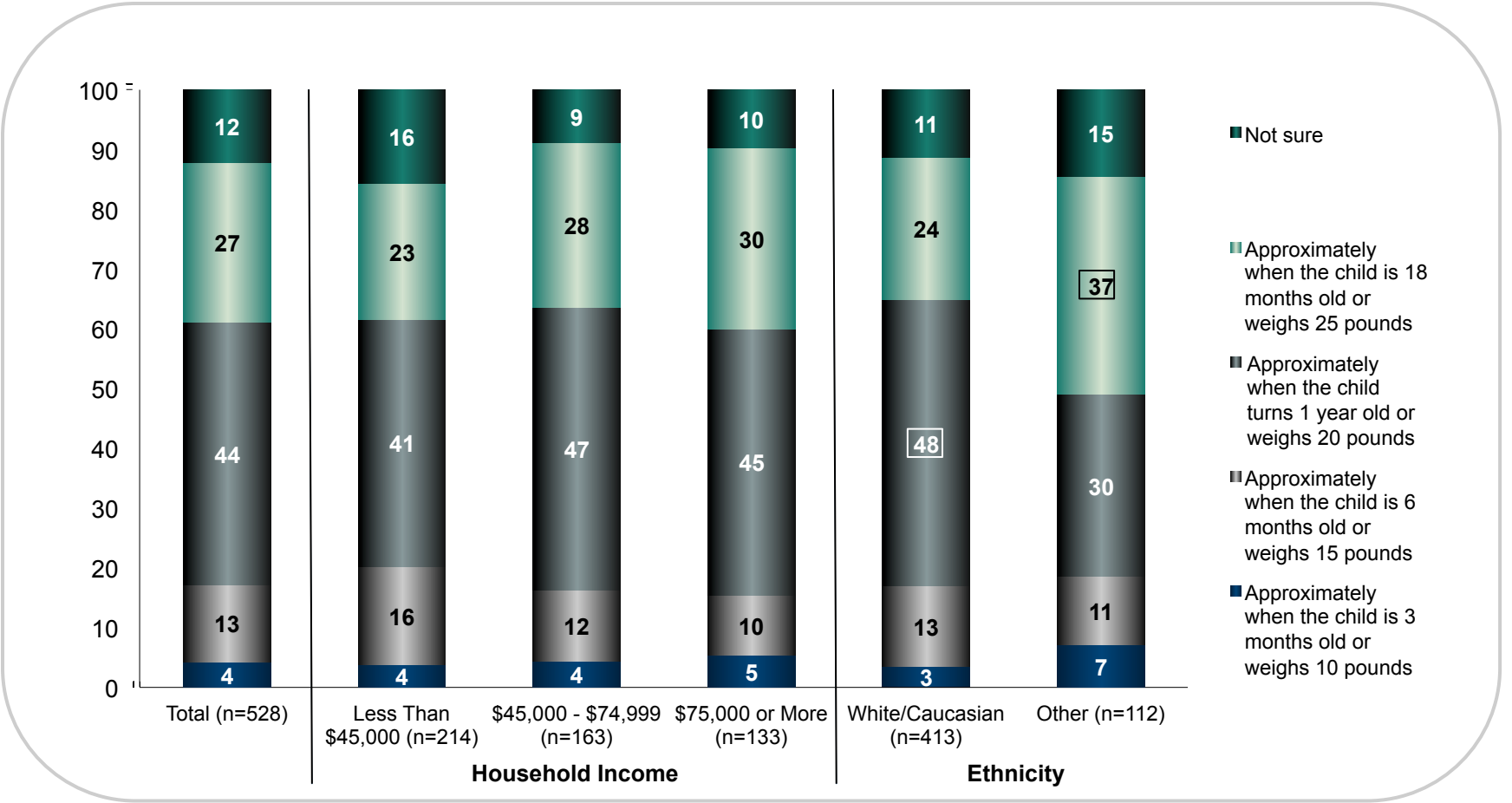
When A Child Should Be Transitioned From A Rear-Facing To A Front-Facing Car Seat



Base: Total Respondents
Q13: Based on what you currently know about NHTSA's guidelines, at what age or under what conditions would you transition a child from a rear-facing car seat to a front-facing car seat?

Significantly more "White/Caucasian" respondents chose *approximately when the child turns 1 year old or weighs 20 pounds* as the time to transition a child from a rear-facing car seat to a front-facing car seat based on NHTSA's guidelines than "Other" respondents.

When A Child Should Be Transitioned From A Rear-Facing To A Front-Facing Car Seat (Cont'd)

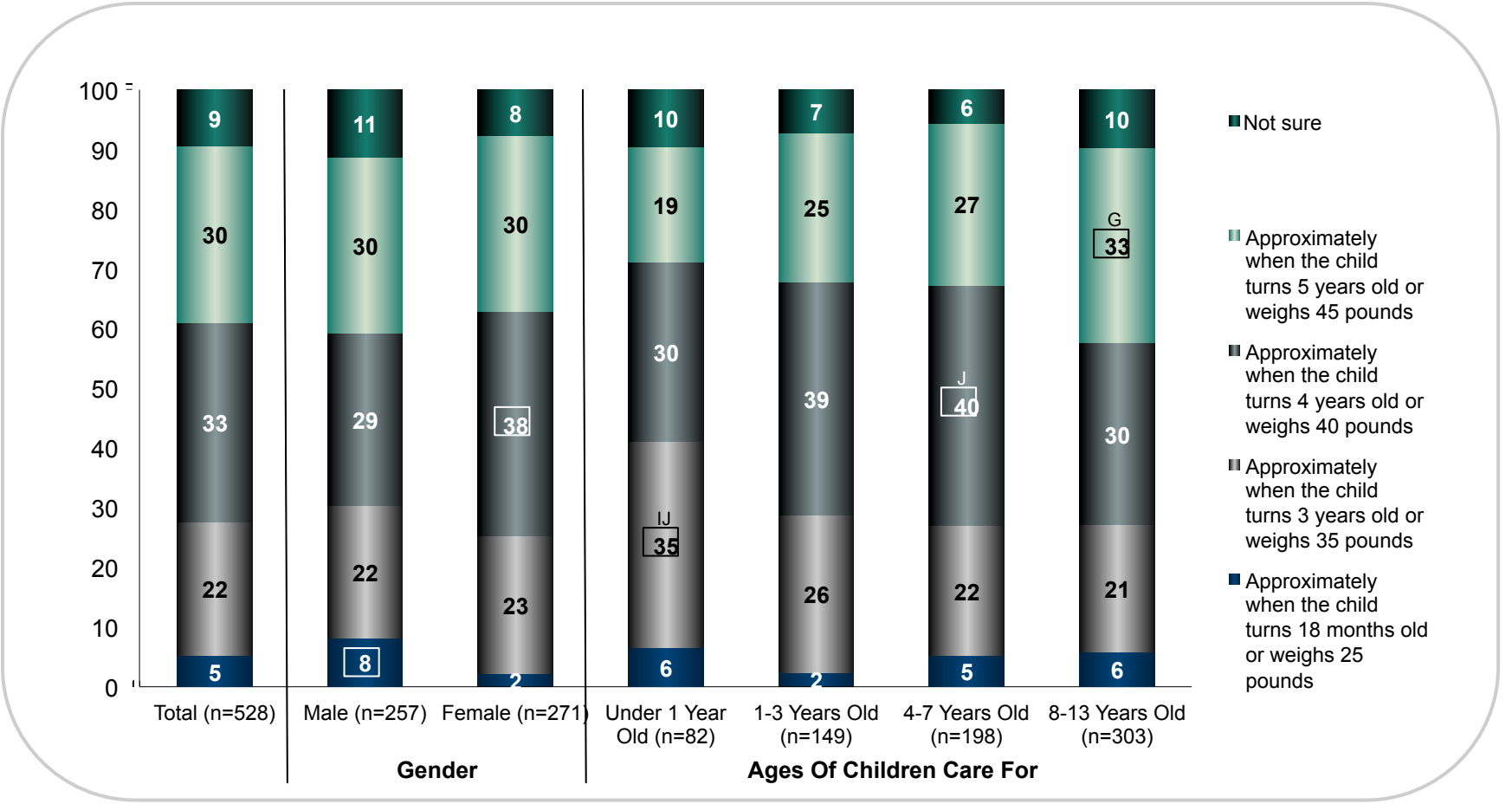


Base: Total Respondents
Q13: Based on what you currently know about NHTSA's guidelines, at what age or under what conditions would you transition a child from a rear-facing car seat to a front-facing car seat?

Approximately one-third of respondents chose *approximately when the child turns 4 years old or weighs 40 pounds* as the time to transition a child from a front-facing car seat to a booster seat based on NHTSA's guidelines. Significantly more parents/ caregivers of children "Under 1 Year old" chose this time period than parents/ caregivers of children "4-7 Years Old" and "8-13 Years old."

NHTSA www.nhtsa.gov

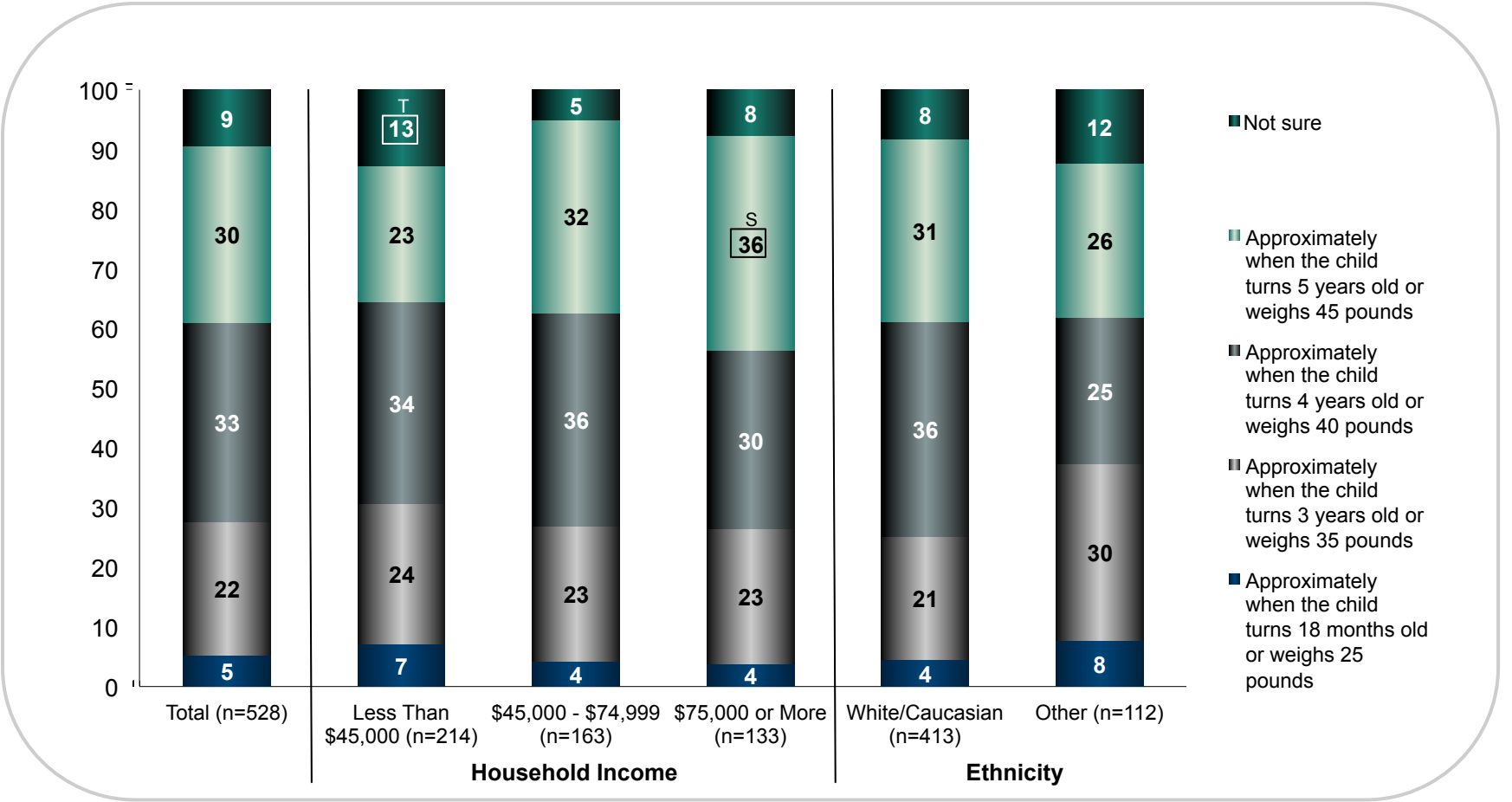
When A Child Should Be Transitioned From A Front-Facing Car Seat To A Booster Seat



Base: Total Respondents
Q14: Based on what you currently know about NHTSA's guidelines, at what age or under what conditions would you transition a child from front-facing car seat to a booster seat?

Significantly more "$75,000 or more" household income respondents chose *approximately when the child turns 5 years old or weighs 45 pounds* as the time to transition a child from a front-facing car seat to a booster seat based on NHTSA's guidelines than "Less than $45,000" household income respondents.

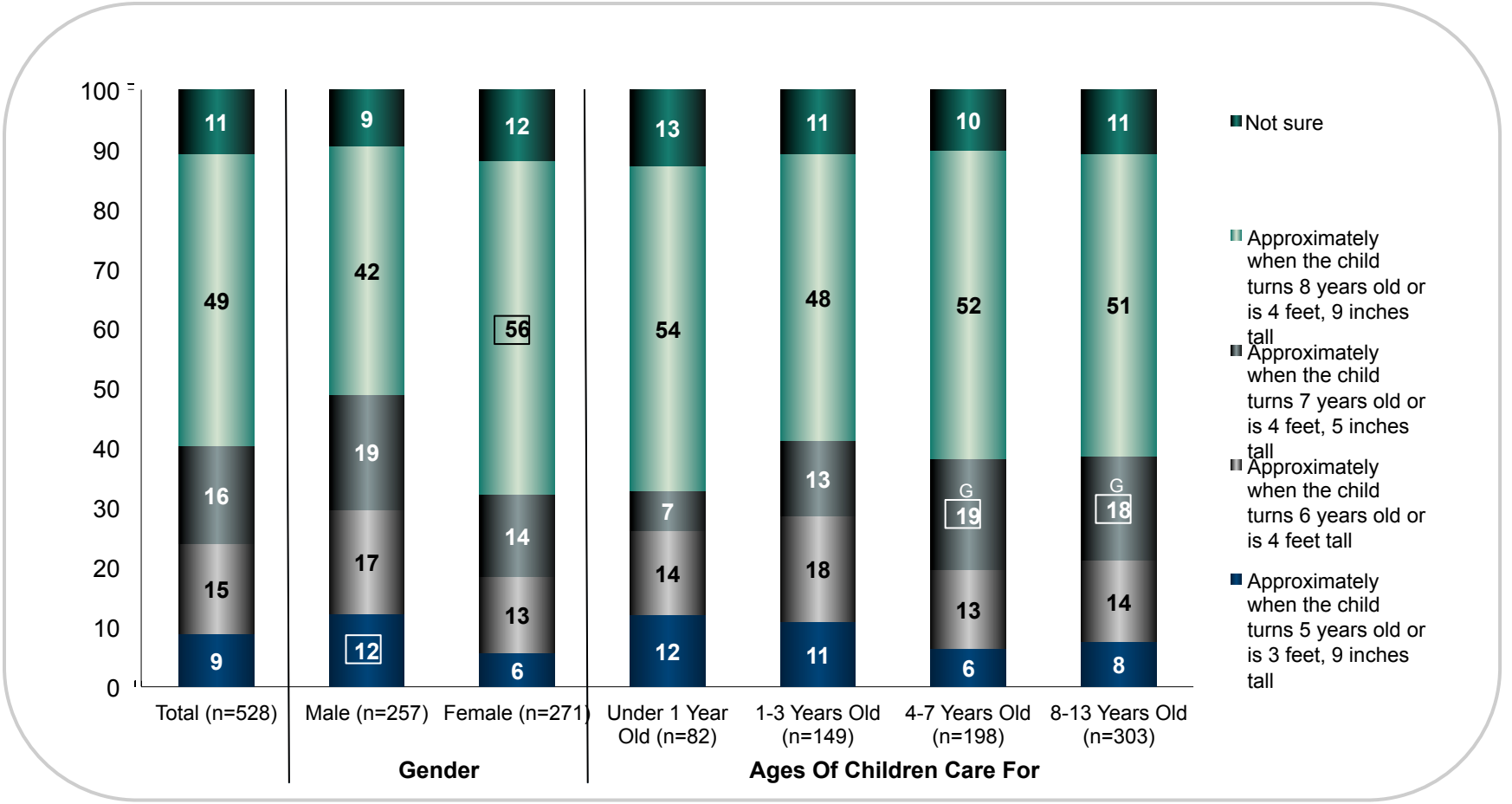
When A Child Should Be Transitioned From A Front-Facing Car Seat To A Booster Seat (Cont'd)



Base: Total Respondents
Q14: Based on what you currently know about NHTSA's guidelines, at what age or under what conditions would you transition a child from front-facing car seat to a booster seat?

Half of respondents chose *approximately when the child turns 8 years old or is 4 feet, 9 inches tall* as the time to transition a child from a booster seat into a regular vehicle seat belt based on NHTSA's guidelines.

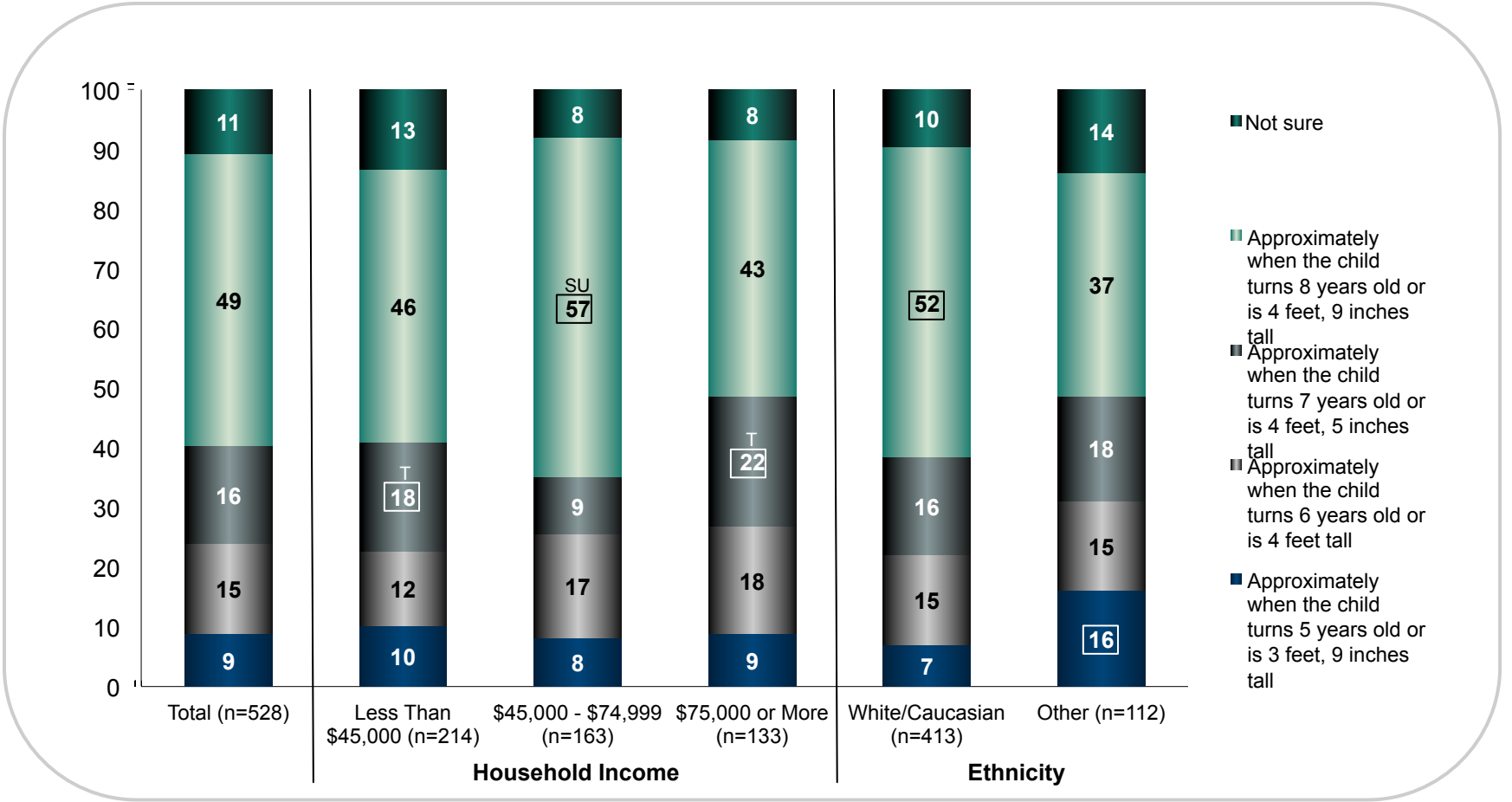
When A Child Should Be Transitioned From A Booster Seat To A Regular Vehicle Seat Belt



Base: Total Respondents
Q15: Based on what you currently know about NHTSA's guidelines, at what age or under what conditions would you transition a child from a booster seat into a regular vehicle seat belt?

Significantly more "White/Caucasian" respondents chose *approximately when the child turns 8 years old or is 4 feet, 9 inches tall* as the time to transition a child from a booster seat into a regular vehicle seat belt based on NHTSA's guidelines than "Other" respondents.

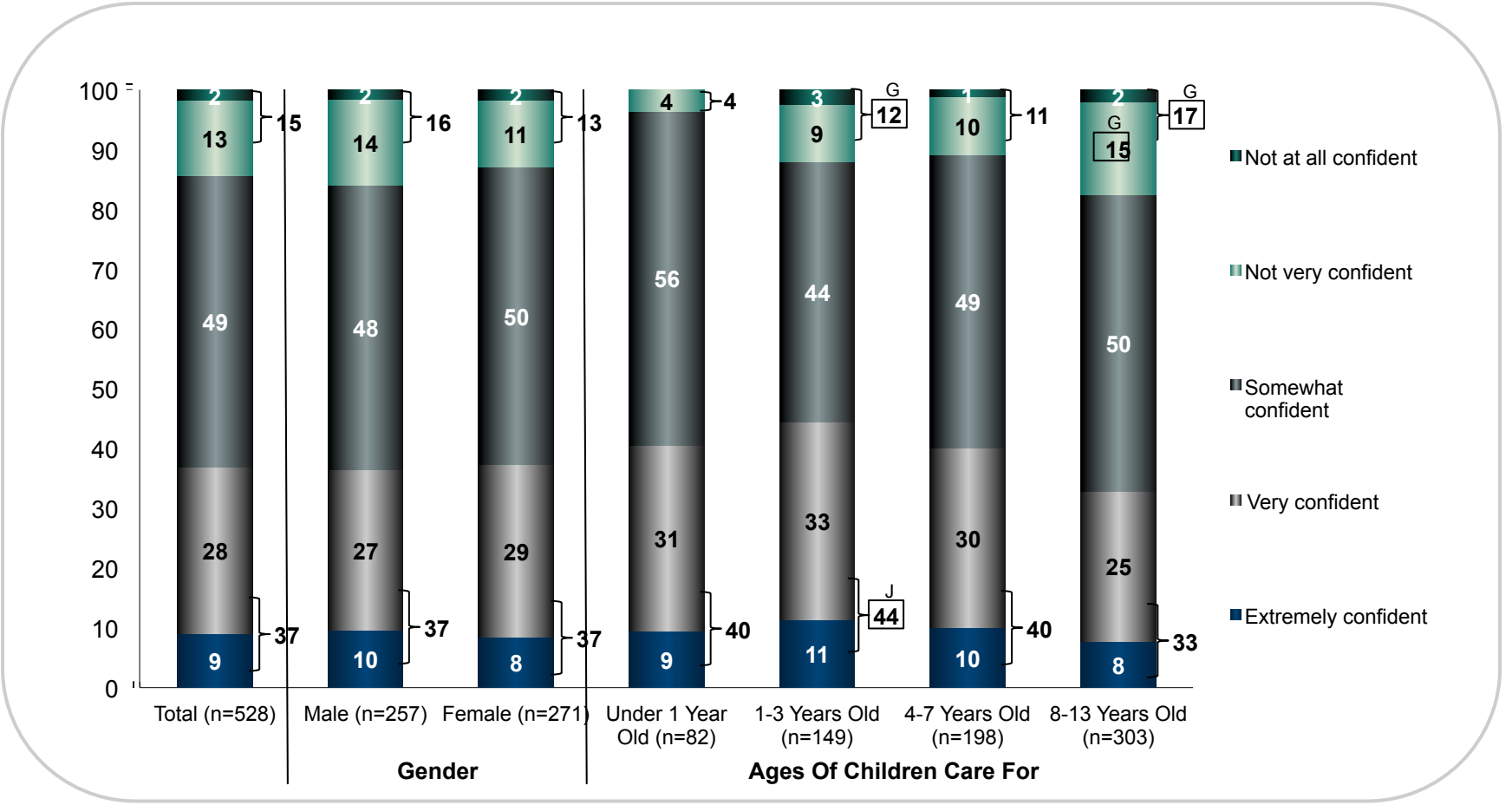
When A Child Should Be Transitioned From A Booster Seat To A Regular Vehicle Seat Belt (Cont'd)



Base: Total Respondents
Q15: Based on what you currently know about NHTSA's guidelines, at what age or under what conditions would you transition a child from a booster seat into a regular vehicle seat belt?

Nearly two-fifths of respondents were extremely or very confident that they answered the questions about NHTSA's guidelines correctly.

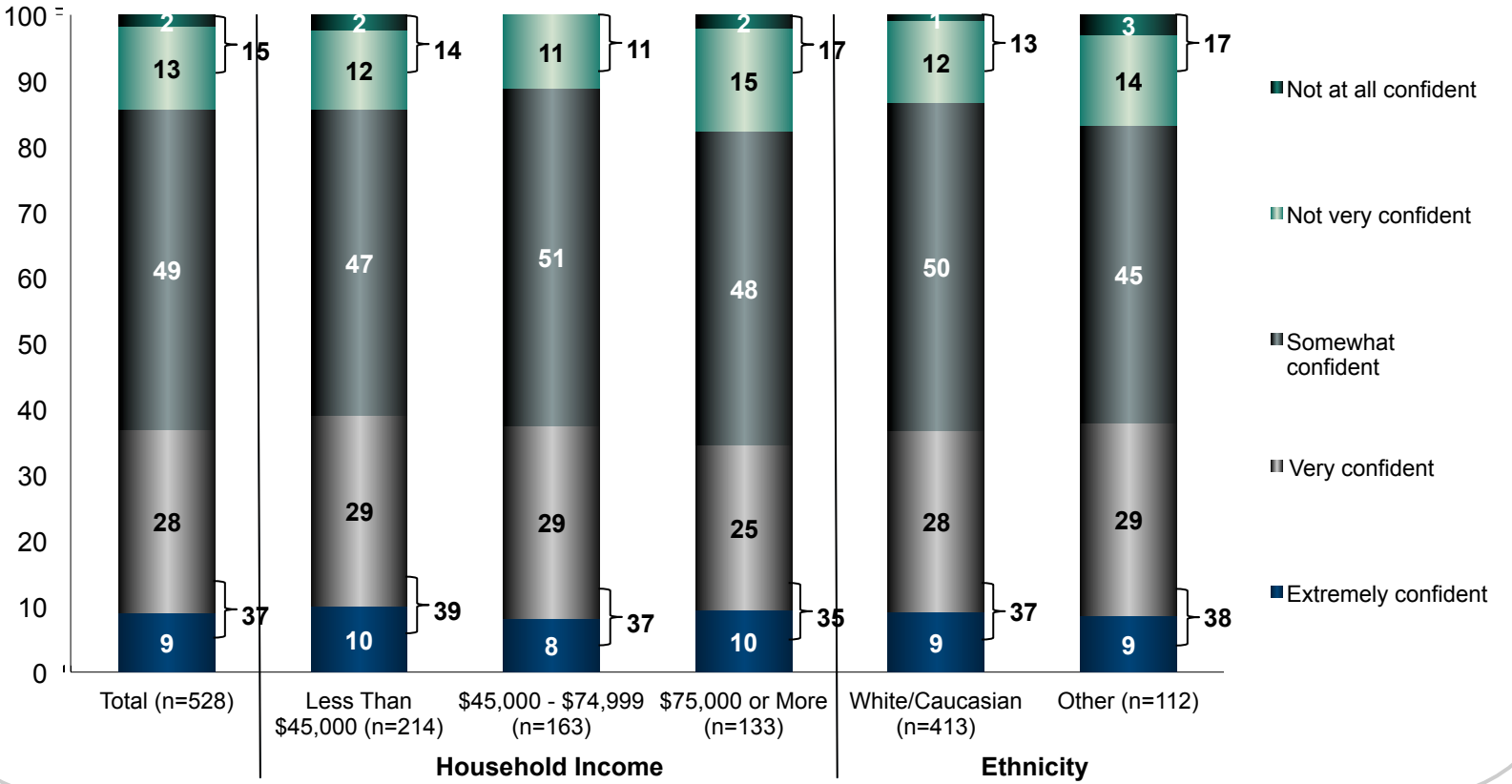
Confidence In Having Given Correct Answers About NHSTA's Guidelines



Base: Total Respondents
Q16: Thinking back to the questions you just answered about NHTSA's guidelines, how confident are you that you answered the questions correctly?

There were no significant differences for household income and ethnicity on how confident the respondent was that they answered the questions about NHTSA's guidelines correctly.

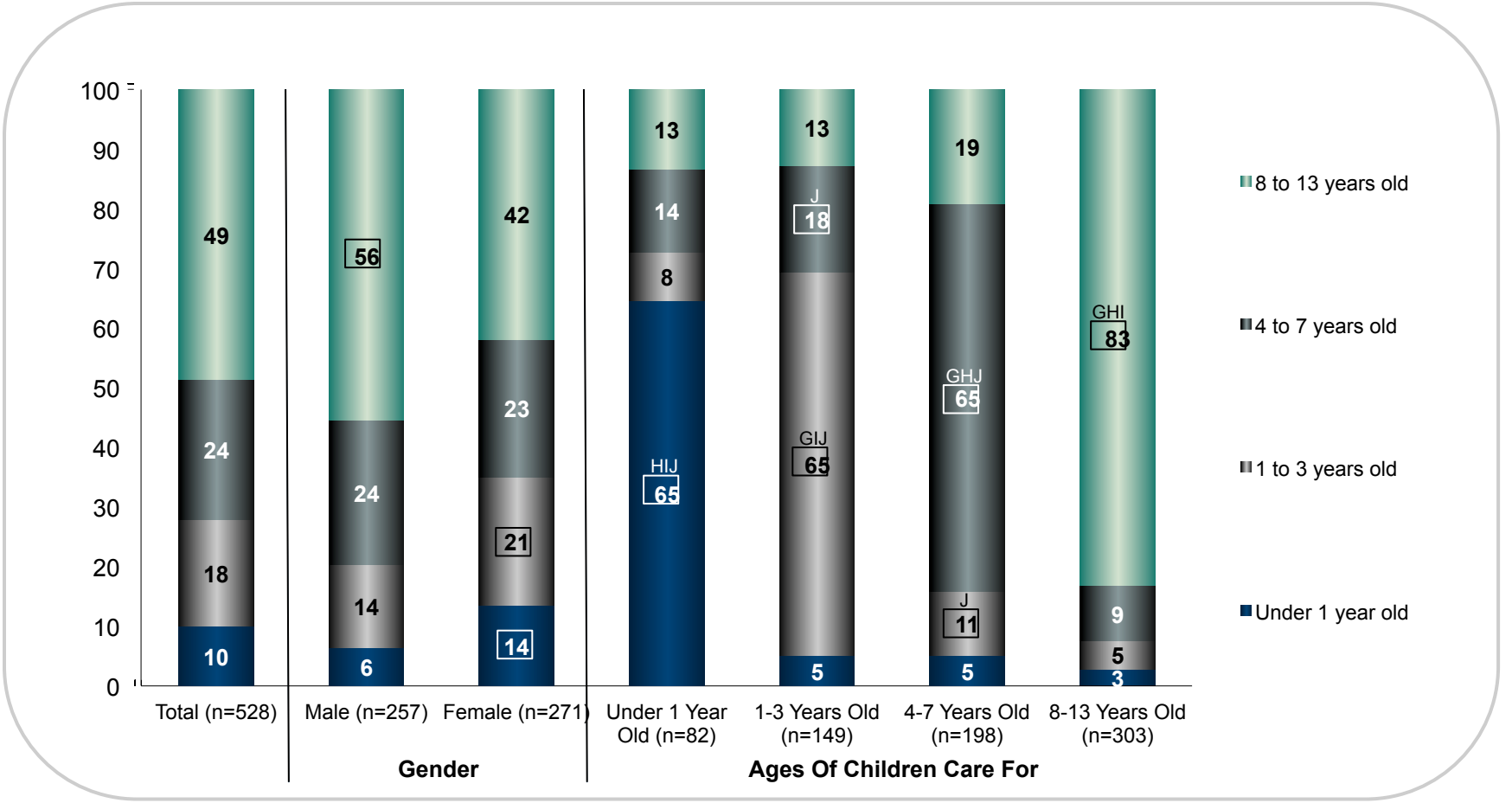
Confidence In Having Given Correct Answers About NHSTA's Guidelines (Cont'd)



Base: Total Respondents
Q16: Thinking back to the questions you just answered about NHTSA's guidelines, how confident are you that you answered the questions correctly?

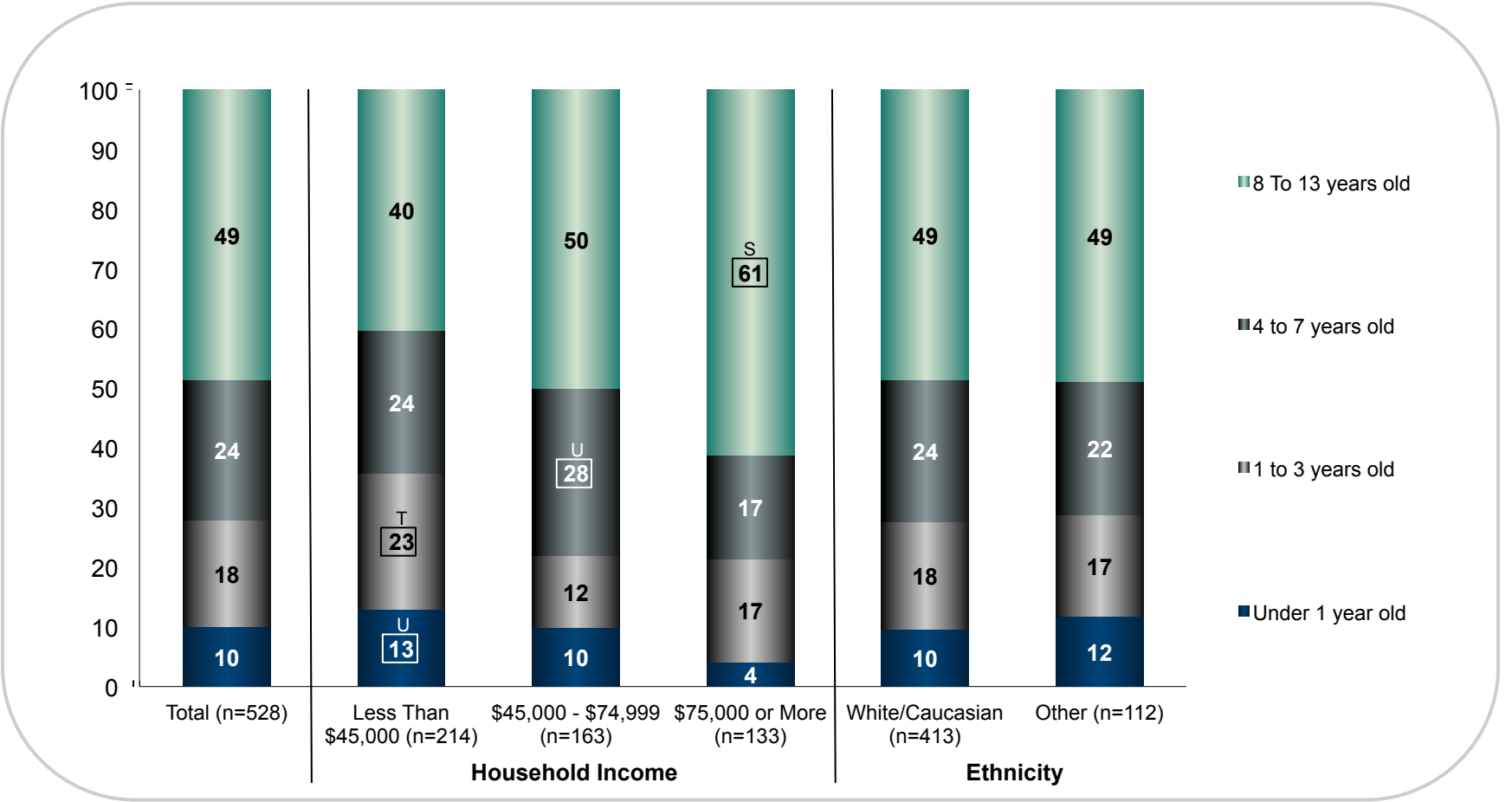
Safety Restraint Usage for Specific Child

Age Child Asked About



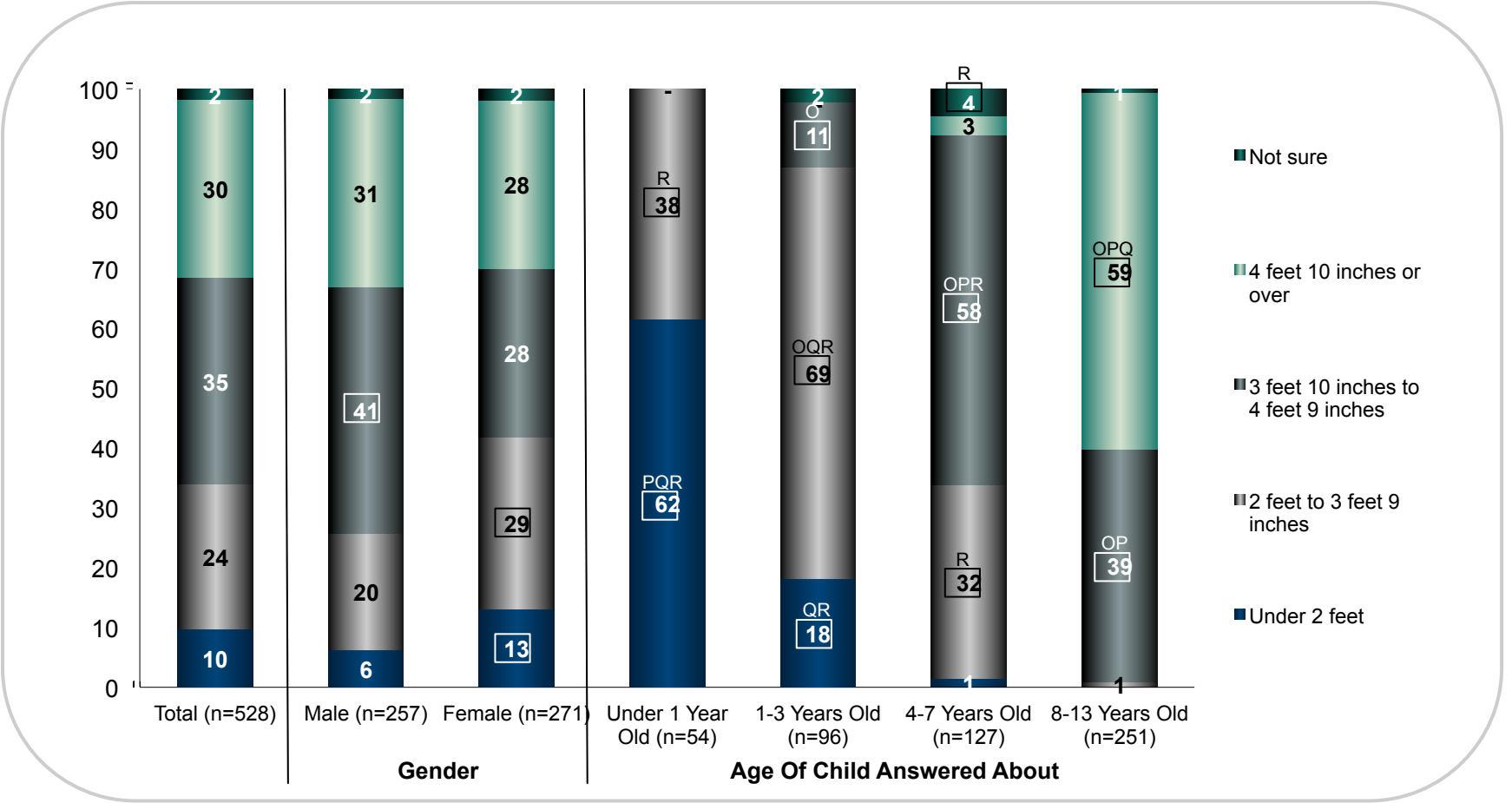
Base: Total Respondents
Q17: How old is the one child you will be answering about in the following questions?

Age Child Asked About (Cont'd)



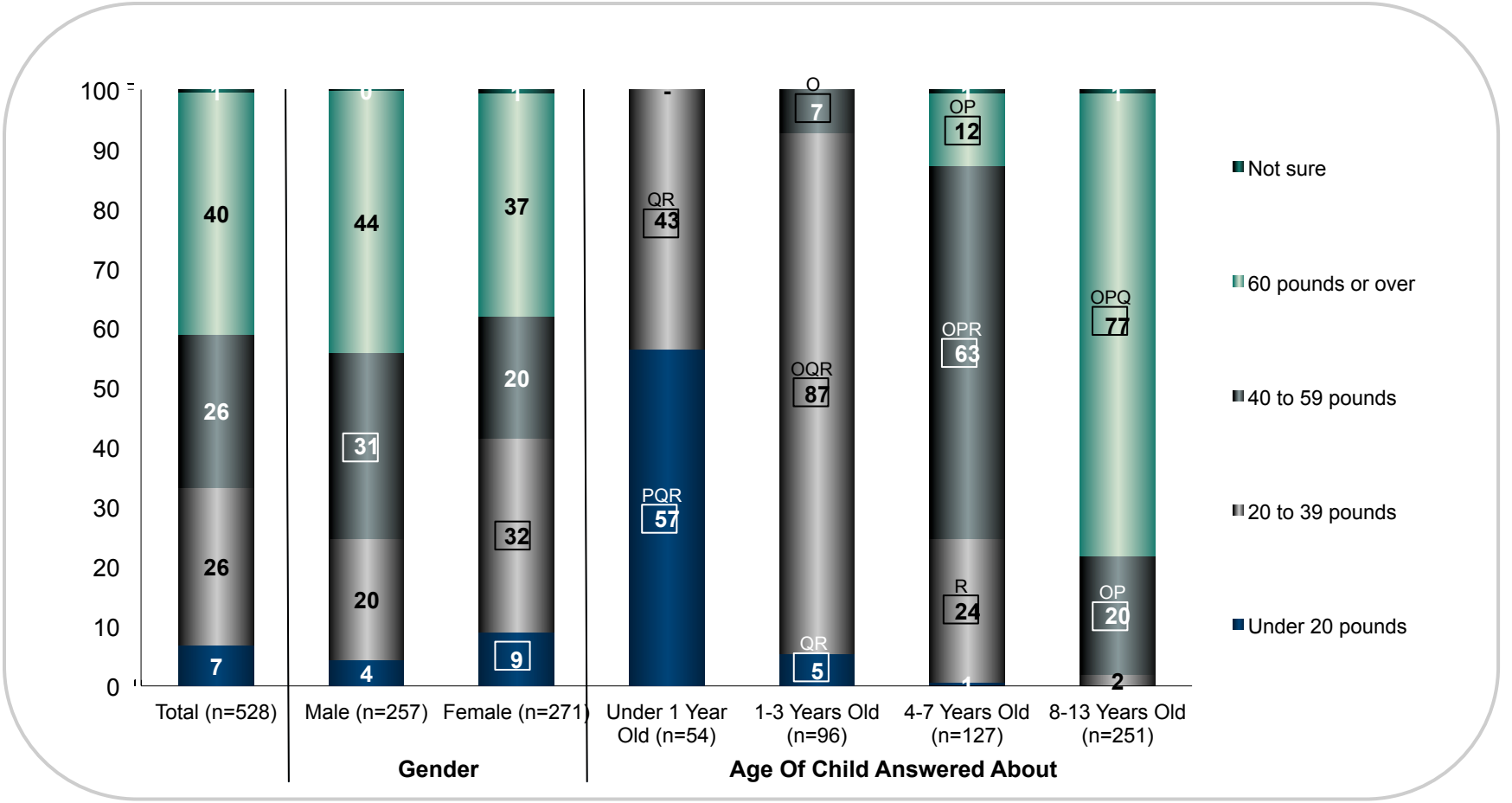
Base: Total Respondents
Q17: How old is the one child you will be answering about in the following questions?

Height Of Specified Child



Base: Total Respondents
Q18: What is the [ENTER ANSWER FROM Q.17] child's approximate height?

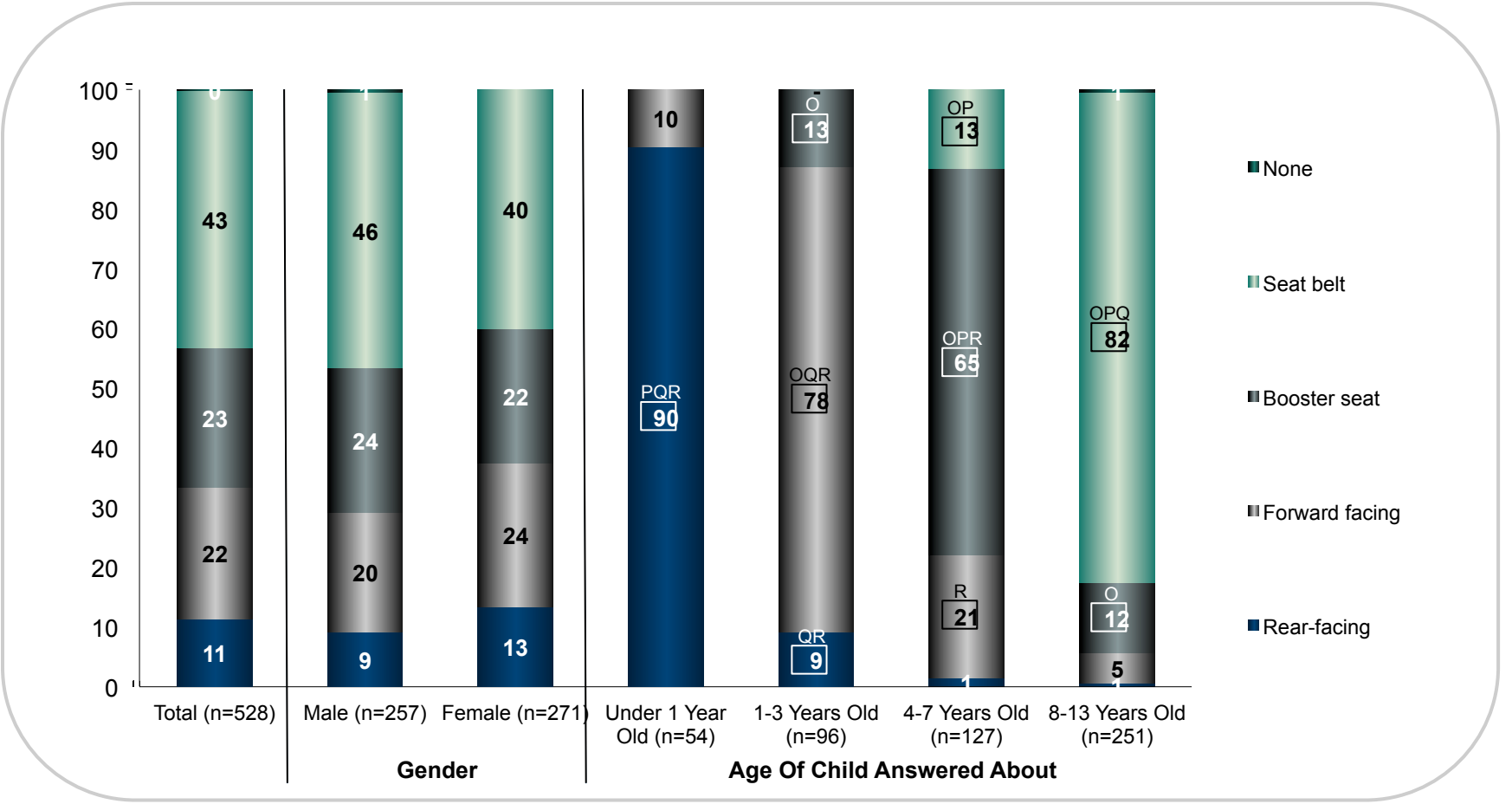
Weight Of Specified Child



Base: Total Respondents
Q19: What is the [ENTER ANSWER FROM Q.17] child's approximate weight?

Nearly four-fifths of parents/caregivers of a child "1-3 Years Old" use a *forward facing* safety restraint for the majority of the time.

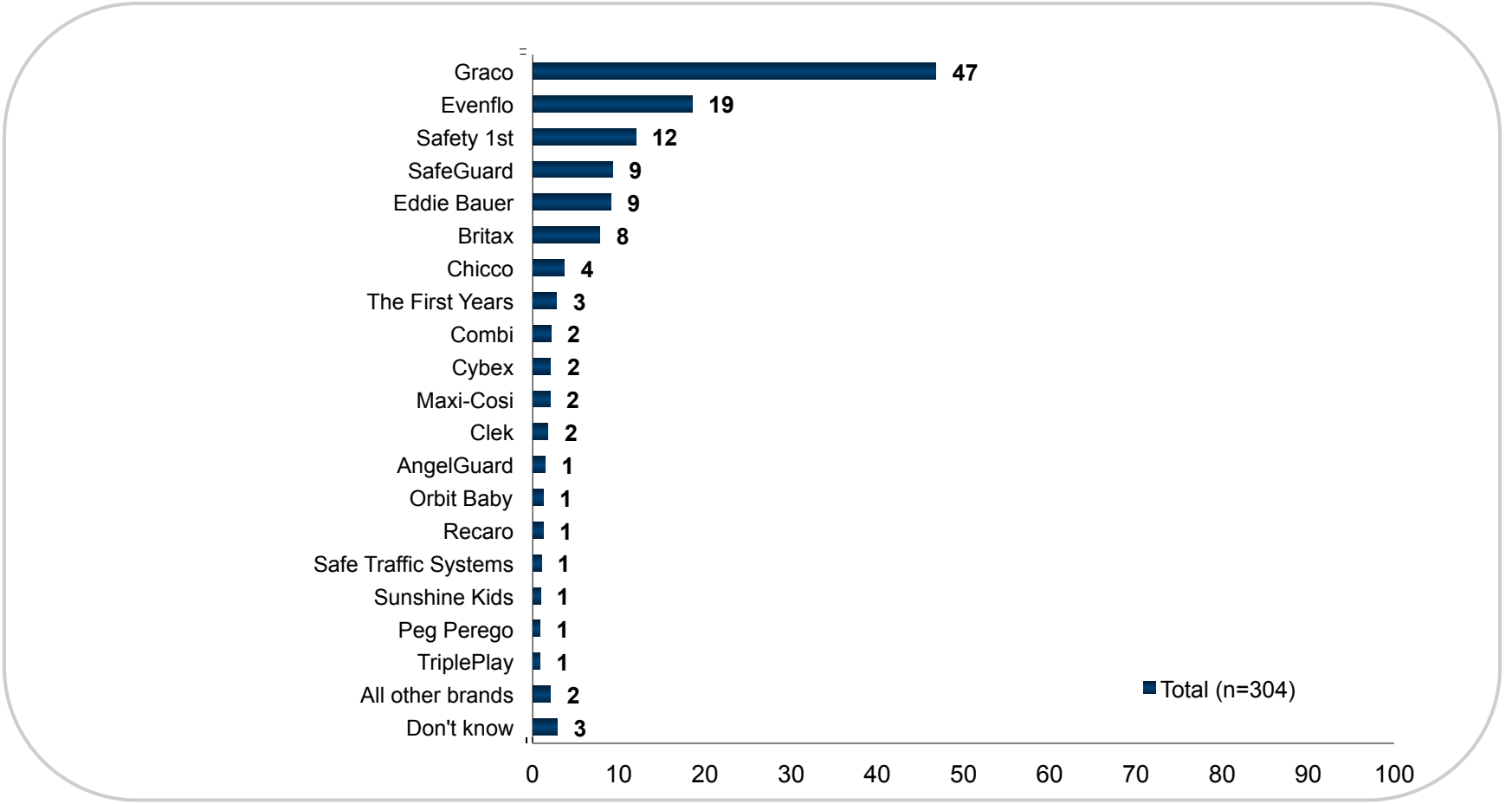
Safety Restraint Currently Use For Specified Child



Base: Total Respondents
Q20: What kind of safety restraint do you currently use for this [ENTER ANSWER FROM Q.17] child the majority of the time?

Among respondents who currently use a safety seat almost half use the *Graco* brand.

Brands Of Safety Seat Currently Use For Specified Child - Total



Base: Total Who Currently Use A Safety Seat For Specified Child
Q21: What brands of safety seat do you currently use for this [ENTER ANSWER FROM Q.17] child?

Regardless of age, *Graco* is the most used brand for safety seats.

Brands Of Safety Seat Currently Use For Specified Child (Cont'd)

		--------Gender--------		--------Age Of Child Answered About--------			
Total Who Currently Use A Safety Seat For Specified Child	Total (304) %	Male (142) %	Female (162) %	Under 1 Year Old (54) %	1-3 Years Old (96) %	4-7 Years Old (110) %	8-13 Years Old (44) %
Graco	47	50	44	53	40	49	48
Evenflo	19	14	23	23	[24] R	15	9
Safety 1st	12	10	14	11	[17] R	12	2
SafeGuard	9	13	6	4	9	11	13
Eddie Bauer	9	11	7	14	10	6	10
Britax	8	7	8	4	[13] Q	4	12
Chicco	4	5	2	6	2	3	6
The First Years	3	3	2	2	5	1	2
Combi	2	4	1	2	1	1	[8] PQ
Cybex	2	[4]	0	2	2	2	4
Maxi-Cosi	2	4	1	[6] PQ	-	-	[6] PQ
Clek	2	3	1	2	2	2	2
AngelGuard	1	3	1	2	-	2	2
Orbit Baby	1	[3]	-	2	-	1	4
Recaro	1	[3]	-	2	-	-	[6] PQ
Safe Traffic Systems	1	2	-	2	-	-	[5] PQ
Sunshine Kids	1	1	1	2	1	-	2
Peg Perego	1	2	-	2	-	1	2
TriplePlay	1	1	0	2	-	-	4
All other brands	2	2	2	6	1	2	-
Don't know	3	4	2	-	2	4	5

Base: Total Who Currently Use A Safety Seat For Specified Child
Q21: What brands of safety seat do you currently use for this [ENTER ANSWER FROM Q.17] child?

Concept Test

The majority of respondents said *safety* was the main idea for each concept. More respondents thought *child vulnerability awareness* was the main idea for "Kids Are Fragile" than the other concepts.

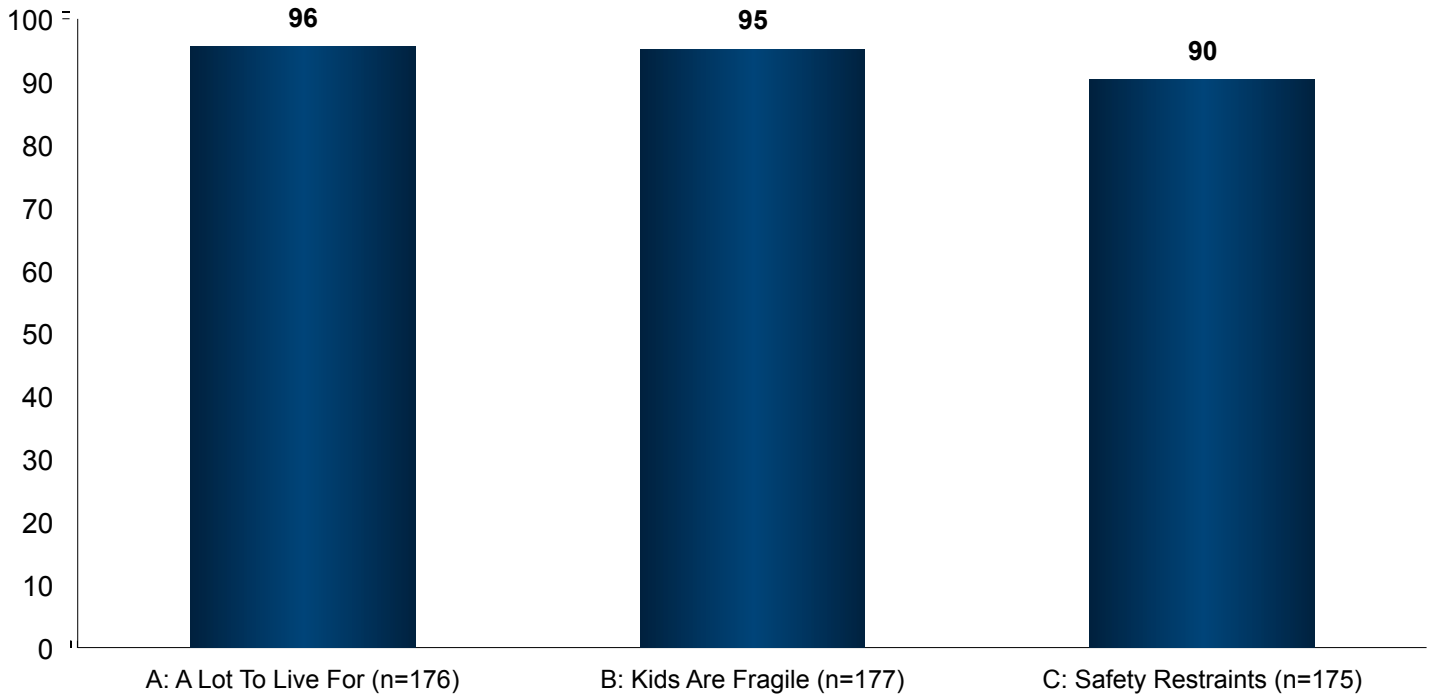
Main Idea

Total Respondents	A: A Lot To Live For (176) %	B: Kids Are Fragile (177) %	C: Safety Restraints (175) %
Safety (net)	76	75	84
Restraint (subnet)	46	39	57
Child needs correct safety restraint/seat for their age/height/weight/follow proper guidelines	24	15	27
Restraint/seat belt needs to be fastened/used correctly/properly/safely	9	14	15
Car seat/safety restraint alone is not enough	2	2	11
Use safety seat/seat belt/protect your child in a car seat	3	3	3
Restraint/child restraint/restraint safety (unspecified)	3	4	4
All other restraint mentions	6	3	4
Miscellaneous Safety Mentions			
Kids safety/security/keep kids safe/protect kids in the car	21	26	21
Car safety/driving safely	4	3	1
Safety (unspecified)	7	9	6
All other safety mentions	3	0	2
Child Vulnerability Awareness (net)	16	24	7
Car crashes are #1 killer of children	10	10	4
Children are killed/at risk of dying in crashes due to wrong car seat/incorrect use/restraint	5	6	3
Children are fragile/more vulnerable in crash/still growing	0	13	1
All other child vulnerability awareness mentions	3	1	-
Miscellaneous Mentions			
To inform/educate people/parents/encourage them to get more information/go to website	15	7	12
All other miscellaneous mentions	3	3	5
Nothing	-	-	-
Don't know/no answer	5	6	4

Base: Total Respondents
Q22: What is the main idea of the concept? Please be as specific as possible.

The main ideas of "A Lot To Live For" and "Kids Are Fragile" were rated higher as extremely important than "Safety Restraints."

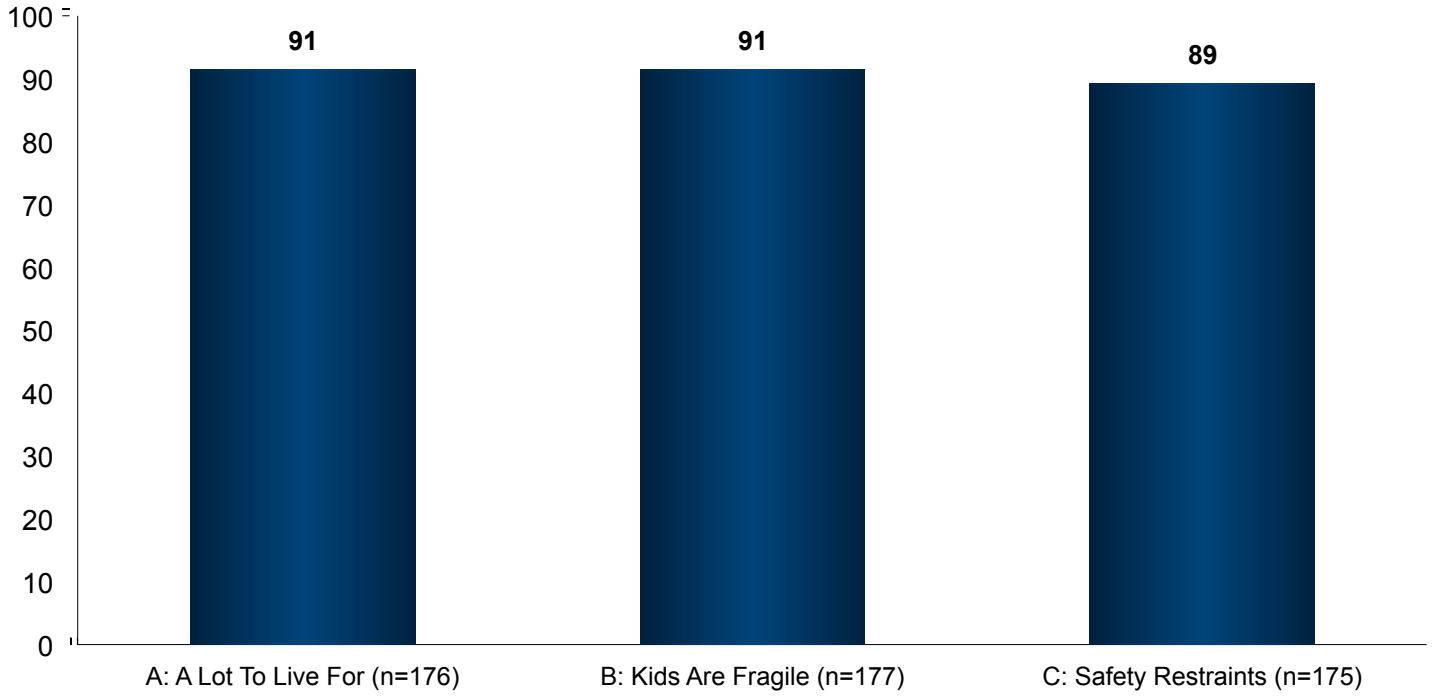
Main Idea Importance Rating (Top-3-Box)



Base: Total Respondents
Q23: Based on what you just read, how important is this main idea to you? Please use a scale from 1 to 10, where a 10 means it is **EXTREMELY IMPORTANT** and a 1 means it is **NOT AT ALL IMPORTANT**.

Overall, the vast majority of respondents rated all the concepts as excellent.

Overall Rating (Top-3-Box)



Base: Total Respondents
Q24: Overall how would you rate this concept? Please use a scale from 1 to 10, where a 10 means it is **EXCELLENT** and a 1 means it is **POOR**.

Respondents rated the concepts as excellent because *child safety is important/a priority/it's about safety/child safety/safety is #1.*

Reasons For Top Three Box Overall Rating

Total With Top Three Box Overall Rating	A: A Lot To Live For (161) %	B: Kids Are Fragile (162) %	C: Safety Restraints (152) %
Positive (grand net)	92	87	89
Important (net)	55	45	56
Child safety is important/a priority/it's about safety/child safety/safety is #1	27	33	34
Knowing how to restrain child in car safely is important/take car restraint seriously	13	3	11
I have children/children are precious/priceless/important/the future	10	7	4
Important/important message (unspecified)	6	5	7
Informative (net)	17	22	25
Educational/many people/parents are unaware of proper guidelines/everyone needs to know this/be aware of this	6	8	11
Informative/good information/facts (unspecified)	3	6	8
Saving Lives (net)	8	10	7
Child can be seriously injured/killed if improperly restrained/kids are fragile/life and death	7	9	3
Saves lives/kids lives (unspecified)	1	1	2
Miscellaneous Positive Mentions			
Good/good message/idea/concept/like it (unspecified)	6	7	4
Neutral (grand net)	1	4	6
Could be better/it's missing something	-	1	0
Negative (grand net)	2	2	1
Nothing	1	1	-
Don't know/no answer	3	6	4

Base: Total Respondents
Q25: Why do you say this? Please be as specific as possible.

The majority of respondents agree completely or somewhat that *the main idea of each concept is a good thing for NHTSA to be talking about*.

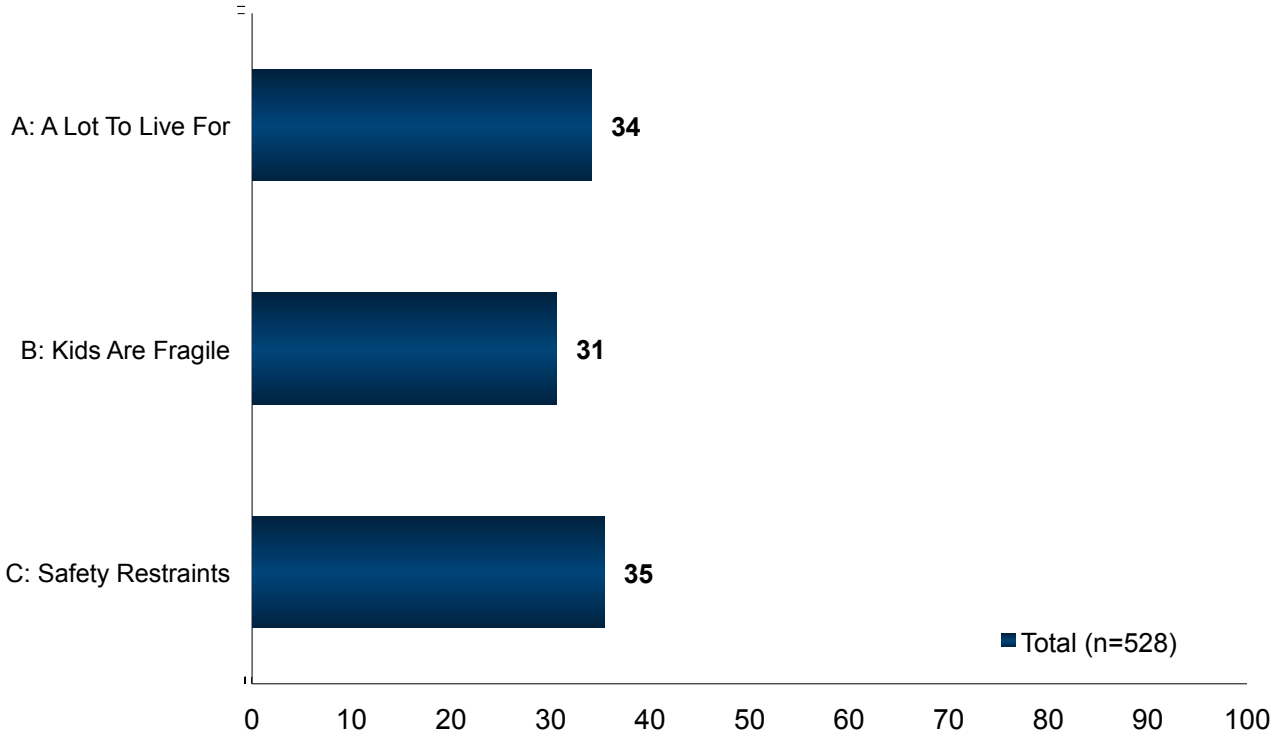
Statement Agreement Ratings – Agree Completely/Somewhat (Top-2-Box)

Total Respondents	A: A Lot To Live For (176) %	B: Kids Are Fragile (177) %	C: Safety Restraints (175) %
The main idea of this concept is a good thing for NHTSA to be talking about	95	92	89
This concept motivates me to make sure the children I care for are in the right safety restraint for their age, weight and height	86	89	87
After reading this concept, I'm more likely to use the correct safety restraint, even if the children I care for do complain	88	87	85
After reading this concept, I'm more likely to use the correct safety restraint, even if I am in a hurry	90	86	83
After reading this concept, I would think twice about allowing the children I care for to ride in a car without the correct safety restraint for their age, weight, and height	87	85	86
This concept is personally relevant to me in my life	88	84	84
Based on this concept, I would be more likely to seek out more information about NHTSA's guidelines	79	76	74
Based on this concept, I would pay a significant amount to make sure the children I care for are properly restrained in the correct safety restraint	81	73	75
After reading this concept, I'm more likely to seek out information on NHTSA's four easy steps	75	72	75
After reading this concept, I wanted to tell others about what I read	75	71	69
Based on this concept, I'm more likely to visit a certified car seat inspection site (i.e., fire station, police station) to make sure I'm using the correct safety restraint for the children's age, weight and height	63	67	65
This concept made me question whether the children I care for were using the correct safety restraint for their age, weight and height	56	66	61
This concept told me something new I did not know	51	62 A	62 A
After reading this concept, I'm less concerned about the hassles involved in installing and using a child safety restraint	66 C	58	51
This concept makes me less concerned about the cost required for a child safety restraint	63	56	56

Base: Total Respondents
Q31: And based on what you just read, how much you agree or disagree with each of the following statements?

There was no overall preference for the concept that would most likely make the respondent seek out more information to make sure they are using correct safety restraint for the child's age, weight and height.

Overall Preference



Base: Total Respondents
Q32: Please select the one concept that makes you most likely to seek out more information to make sure you are using correct safety restraint for your child's age, weight and height?

The top mention among respondents who preferred each concept was in reference to the execution of the concept. More specifically, that the concepts were *informative*. *Informative* was more commonly mentioned for "Kids Are Fragile" and "Safety Restraints" than "A Lot To Live For".

Reasons For Preferring "A Lot To Live For"

	A: A Lot To Live For	B: Kids Are Fragile	C: Safety Restraints
Total Who Prefer Concept	(58) %	(60) %	(60) %
Execution (net)	37	59	58
Informative (subnet)	6	33	27
Tells you that children are fragile/more vulnerable/still growing	-	16	-
Explains dangers of not properly restraining child/child needs proper restraint/follow guidelines based on age/height/weight	2	9	5
Informative/more facts/information (unspecified)	2	5	8
Explains the message best/explains better	2	2	6
Miscellaneous Execution Mentions			
Direct/to the point/straightforward/concise	9	13	15
More emotional/graphic/dramatic	13	6	6
Caught my attention/title caught my attention	4	7	5
Doesn't use scare tactics/guilt/others use scare tactics/gentler	5	1	9
Thought Provoking (net)	35	19	12
Makes you more cautious/take extra precautions/think more about safety/choose correct seat/make sure child is safe	6	11	9
Reminds you of things you and your child will miss if you don't keep them safe/they have a lot to live for/think of your child's future	25	-	-
Makes you think about how important your kids are to you/wouldn't want to live without children	5	6	1
Reminds you that child depend on us for their safety	3	2	-
Miscellaneous Mentions			
I relate to it/relevant/speaks to me/personal	14	3	7
Like it best/just do/good/sounds good (unspecified)	6	4	6
It's about safety/child's safety/the safest	-	6	3
Important/important message	-	3	6
Don't know/no answer	9	14	11

Base: Total Respondents
Q33: Why do you feel this way? Please be as specific as possible.

Respondents would be most likely to seek out information because of the statistics *car crashes are the leading cause of death for children, ages 3 to 14, in the US, 75% of child safety restraints are currently misused*, and *car crashes are the number one killer of children in the US.*

NHTSA
www.nhtsa.gov

Three Statistics That Most Motivate Seeking Out More Information About Correct Child Safety Restraint Use

:

		---------Gender---------		----------Age Of Children Care For----------			
	Total	Male	Female	Under 1 Year Old	1-3 Years Old	4-7 Years Old	8-13 Years Old
Total Respondents	(328) %	(237) %	(271) %	(82) %	(119) %	(198) %	(303) %
Car crashes are the leading cause of death for children, ages 3 to 14, in the US	43	37	48	38	42	42	44
75% of child safety restraints are currently misused	42	39	46	40	54 IJ	41	41
Car crashes are the number one killer of children in the US	40	41	39	38	34	37	43
3 out of 4 kids are not as safe in the car as they should be because they're not placed in the right safety restraint correctly	35	33	37	32	35	42	35
Child safety seats reduce the risk of death in a car crash by 71% for infants and 54% for toddlers	23	21	26	36 IJ	29	22	20
Nearly 50% of children, age 4 to 7, are not secured in safety seats, even though a safety seat would reduce their risk of death in a car crash by 45%	23	26	20	20	24	29 J	20
On average, four children under the age of 14 are killed every day in car crashes in the US	16	15	16	17	14	16	17
On average, over 1,200 children under 14 die in car crashes every year in the US	15	19	12	13	13	14	17
Over the past 35 years, an estimated 9,310 young lives were saved by child safety restraints	14	14	14	13	11	12	14
Over 175,000 children under 14 were injured in car crashes in 2009	13	16	10	8	10	13	14
1,315 children under 14 died in car crashes in 2009	13	17	9	9	10	11	13
On average, nearly 500 children under the age of 14 are injured everyday in car crashes in the US	12	11	14	17	12	11	13
41% of children who need to be in forward-facing seats to be secure in a car crash are not placed in the right seat	10	11	10	17 J	10	10	9

Russell RESEARCH

Base: Total Respondents
Q34: Which three of the following statistics most motivates you to seek out more information about correct child safety restraint use?

There were no significant differences for household income and ethnicity for the top three mentions of the statistic that most motivates the respondent to seek out more information about correct child safety restraint use.

Three Statistics That Most Motivate Seeking Out More Information About Correct Child Safety Restraint Use (Cont'd)

		--------Household Income--------			--------Ethnicity--------	
	Total	Less Than $45,000	$45,000 - $74,999	$75,000 or More	White/ Caucasian	Other
Total Respondents	(528)	(214)	(163)	(133)	(413)	(112)
	%	%	%	%	%	%
Car crashes are the leading cause of death for children, ages 3 to 14, in the US	43	43	45	38	41	50
75% of child safety restraints are currently misused	42	42	42	45	42	44
Car crashes are the number one killer of children in the US	40	40	37	42	40	39
3 out of 4 kids are not as safe in the car as they should be because they're not placed in the right safety restraint correctly	35	37	33	34	35	35
Child safety seats reduce the risk of death in a car crash by 71% for infants and 54% for toddlers	23	22	25	24	24	22
Nearly 50% of children, age 4 to 7, are not secured in safety seats, even though a safety seat would reduce their risk of death in a car crash by 45%	23	20	[35] SU	14	[25]	15
On average, four children under the age of 14 are killed every day in car crashes in the US	16	17	11	[20] T	[19]	7
On average, over 1,200 children under 14 die in car crashes every year in the US	15	17	14	15	15	17
Over the past 35 years, an estimated 9,310 young lives were saved by child safety restraints	14	14	16	12	13	19
Over 175,000 children under 14 were injured in car crashes in 2009	13	13	12	15	13	13
1,315 children under 14 died in car crashes in 2009	13	12	9	[18] T	12	13
On average, nearly 500 children under the age of 14 are injured everyday in car crashes in the US	12	[16] U	11	8	11	[20]
41% of children who need to be in forward-facing seats to be secure in a car crash are not placed in the right seat	10	8	10	[15] T	11	8

Base: Total Respondents
Q34: Which three of the following statistics most motivates you to seek out more information about correct child safety restraint use?

DEMOGRAPHICS

Demographics

	Total	Concept Shown: A: A Lot To Live For	Concept Shown: B: Kids Are Fragile	Concept Shown: C: Safety Restraints	Age Of Children Care For: Under 1 Year Old	Age Of Children Care For: 1-3 Years Old	Age Of Children Care For: 4-7 Years Old	Age Of Children Care For: 8-13 Years Old
Total Respondents	(528)	(176)	(177)	(175)	(82)	(149)	(198)	(303)
	%	%	%	%	%	%	%	%
Gender								
Female	51	48	53	51	70 IJ	59 J	56	48
Male	49	52	47	49	30	41	44 G	52 G
Age								
15 To 34	45	46	46	43	80 HIJ	67 IJ	51 J	32
35 To 49	29	28	25	34	14	17	26 G	38 GHI
50 To 64	24	25	27	21	6	15 G	20 G	29 GHI
65 Or Older	1	1	1	2	-	-	3 H	1
Mean	38.9	38.6	38.9	39.0	29.5	33.9 G	37.7 GH	42.0 GHI
Education								
No College (net)	24	30 C	25	17	29	25	29	22
Elementary school (8th or less)	-	-	-	-	-	-	-	-
Some high school (9-11th)	3	4	2	3	7	4	3	3
Completed high school	18	20	20	14	22	18	25 J	16
Other technical school beyond high school	3	5 C	3 C	-	-	3	1	4
College (net)	75	70	74	81 A	71	74	71	77
Some college	33	31	28	41 B	43 J	37	34	30
Completed college	32	28	36	31	26	25	27	36 HI
Post graduate	10	11	10	9	2	12 G	10 G	11 G
Refused	1	-	1	2	-	1	0	1

Demographics (Cont'd)

	Total	Household Income: Less Than $45,000	Household Income: $45,000 - $74,999	Household Income: $75,000 or More	Ethnicity: White/ Caucasian	Ethnicity: Other
Total Respondents	(528)	(214)	(163)	(133)	(413)	(112)
	%	%	%	%	%	%
Gender						
Female	51	54	50	45	52	48
Male	49	46	50	55	48	52
Age						
15 To 34 (net)	45	60 TU	38	31	43	53
35 To 49 (net)	29	18	34 S	39 S	31	24
50 To 64 (net)	24	21	25	29	25	23
65 Or Older (net)	1	1	3	1	2	1
Mean	38.9	35.9	40.3 S	42.0 S	39.5	36.9
Education						
No College (net)	24	34 TU	23 U	12	25	21
Elementary school (8th or less)	-	-	-	-	-	-
Some high school (9-11th)	3	5 U	3	1	4	3
Completed high school	18	24 U	19 U	8	20	13
Other technical school beyond high school	3	5	1	2	2	5
College (net)	75	66	77 S	88 ST	74	79
Some college	33	41 U	33 U	22	32	39
Completed college	32	21	38 S	41 S	32	31
Post graduate	10	3	5	24 ST	11	9
Refused	1	0	-	1	0	-

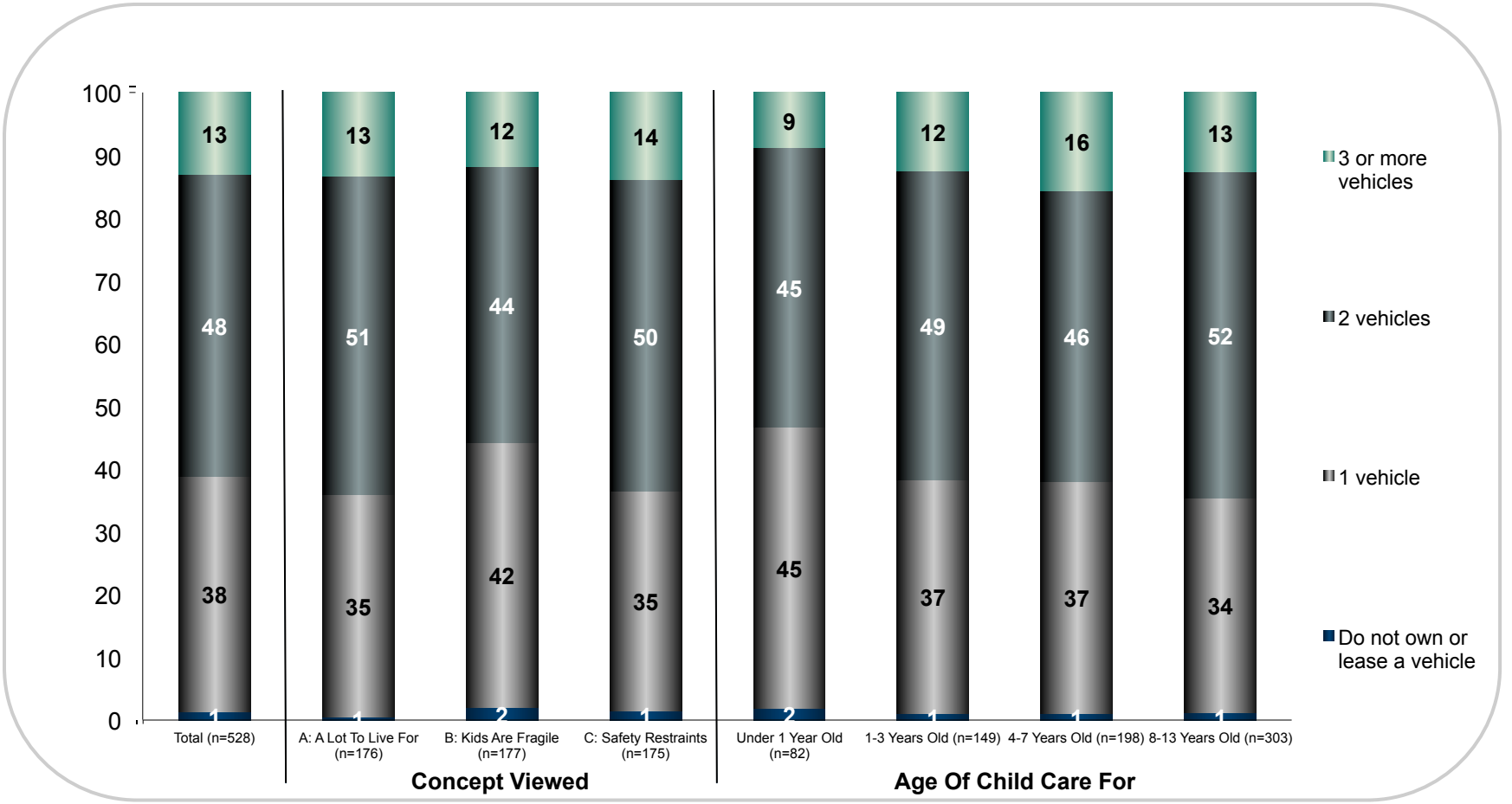
Demographics (Cont'd)

		----------Concept Shown----------			----------Age Of Children Care For----------			
	Total	A: A Lot To Live For	B: Kids Are Fragile	C: Safety Restraints	Under 1 Year Old	1-3 Years Old	4-7 Years Old	8-13 Years Old
Total Respondents	(528)	(176)	(177)	(175)	(82)	(149)	(198)	(303)
	%	%	%	%	%	%	%	%
Ethnic Background								
White/Caucasian	78	79	[84] C	70	71	80	78	79
Black/African American	12	9	11	16	13	12	15	11
Hispanic/Latino	7	7	4	[10] B	[18] HIJ	4	5	6
Asian/Asian-American	6	7	3	7	2	6	6	6
American Indian	2	3	1	2	4	1	2	2
Other	1	1	-	0	-	-	0	1
Refused	0	-	-	1	-	1	0	1
Marital Status								
Married	64	64	67	62	64	68	61	66
Not Married	35	36	33	36	36	31	38	34
Single - that is, never married	20	20	19	22	[31] J	23	[25] J	17
Divorced	11	13	8	12	4	4	[11] H	[12] H
Separated	2	3	2	2	-	2	1	3
Widowed	2	-	[3] A	1	1	2	1	2
Median Household Income	52.0	46.1	52.0	56.9	42.4	41.9	49.2	56.7

Demographics (Cont'd)

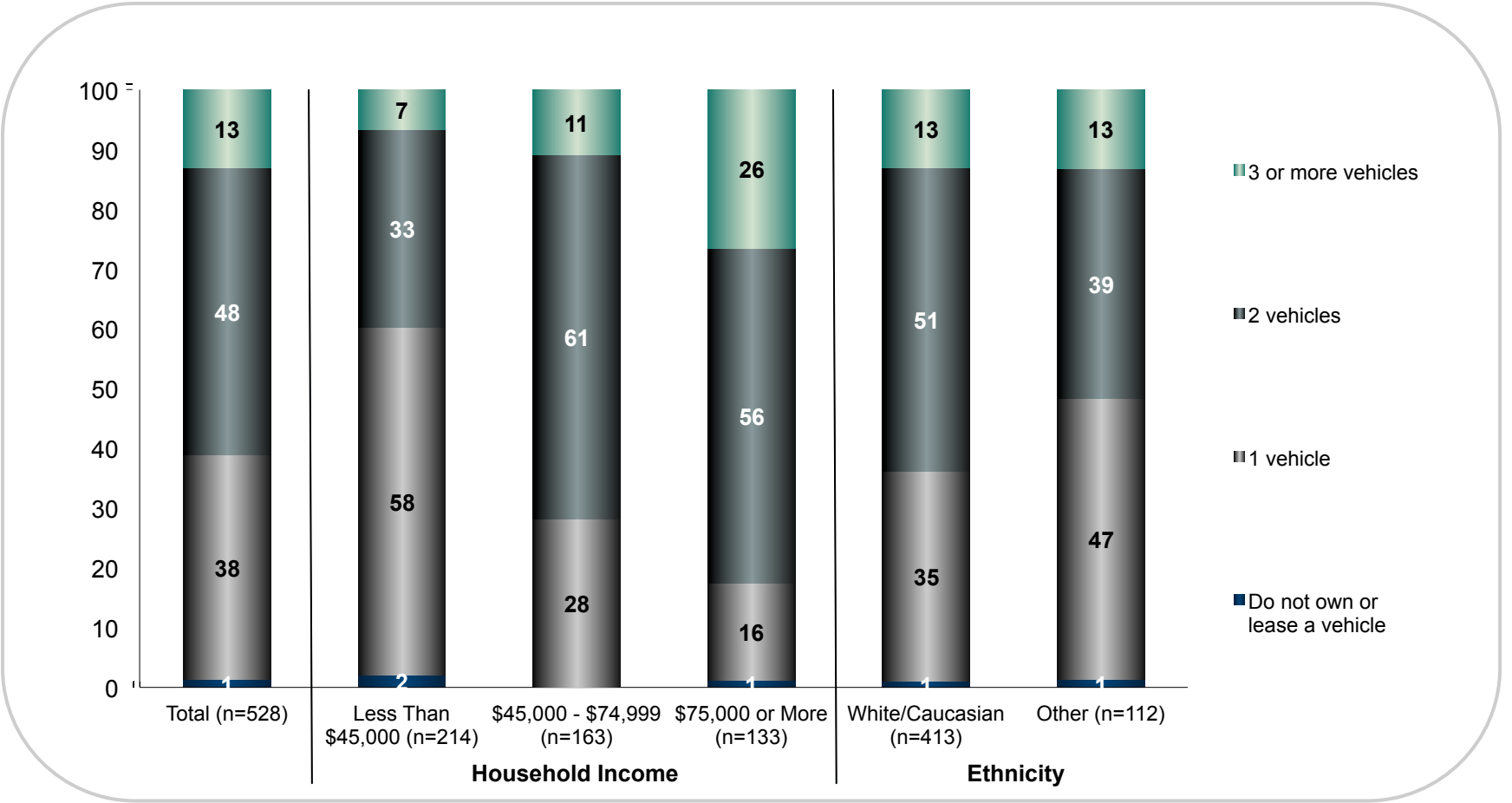
	Total	Household Income: Less Than $45,000	Household Income: $45,000 - $74,999	Household Income: $75,000 or More	Ethnicity: White/ Caucasian	Ethnicity: Other
Total Respondents	(528)	(214)	(163)	(133)	(413)	(112)
	%	%	%	%	%	%
Ethnic Background						
White/Caucasian	78	74	82	79	100	-
Black/African American	12	16 U	10	7	1	50
Hispanic/Latino	7	8	7	6	2	23
Asian/Asian-American	6	3	4	10 S	1	23
American Indian	2	2	1	2	1	6
Other	1	-	1	1	-	2
Refused	0	-	-	-	-	-
Marital Status						
Married	64	47	77 S	77 S	69	49
Not Married (net)	35	52 TU	23	22	30	51
Single - that is, never married	20	34 TU	11	10	16	36
Divorced	11	13	10	8	11	10
Separated	2	4	1	2	2	3
Widowed	2	2	2	2	2	2
Median Household Income	52.0	28.2	59.5	95.9	53.3	46.0

Number Of Vehicles Currently Own Or Lease



Base: Total Respondents
QC1: How many cars do you currently own or lease?

Number Of Vehicles Currently Own Or Lease (Cont'd)



Base: Total Respondents
QC1: How many cars do you currently own or lease?

Make Of Primary Vehicle

		----------Concept Shown----------			----------Age Of Children Care For----------			
	Total	A: A Lot To Live For	B: Kids Are Fragile	C: Safety Restraints	Under 1 Year Old	1-3 Years Old	4-7 Years Old	8-13 Years Old
Total Who Own Or Lease A Vehicle	(522) %	(175) %	(174) %	(173) %	(81) %	(148) %	(196) %	(300) %
Chevrolet	15	12	18	16	12	18	15	18
Ford	15	18	14	12	10	11	16	16
Toyota	11	10	8	14	8	14	12	10
Honda	10	12	6	11	4	16	12	7
Dodge	8	8	8	7	9	6	7	8
Pontiac	4	7	3	2	10	5	5	2
Chrysler	4	4	5	3	6	3	1	4
Nissan	4	1	6	4	7	5	3	2
Buick	3	2	3	5	6	1	4	3
Kia	3	5	3	2	3	3	4	3
Jeep	3	2	5	3	1	3	3	4
GMC	2	2	2	3	10	1	1	2
Saturn	2	2	3	1	1	2	2	3
Mazda	2	1	2	2	-	-	2	2
BMW	2	1	2	2	-	1	3	2
Cadillac	2	3	1	1	-	-	1	2
Hyundai	1	2	2	1	2	-	1	1
Acura	1	1	2	1	1	2	1	1
Mercury	1	1	1	2	-	1	2	1
Subaru	1	0	2	1	1	1	2	1
Mercedes	1	1	1	1	1	1	0	1
Lincoln	1	1	-	1	1	1	1	1
Volvo	1	1	-	1	-	1	1	1
Oldsmobile	1	1	1	1	-	1	1	-
Audi	1	-	1	1	-	1	0	1
All other makes	1	2	1	0	1	2	-	1

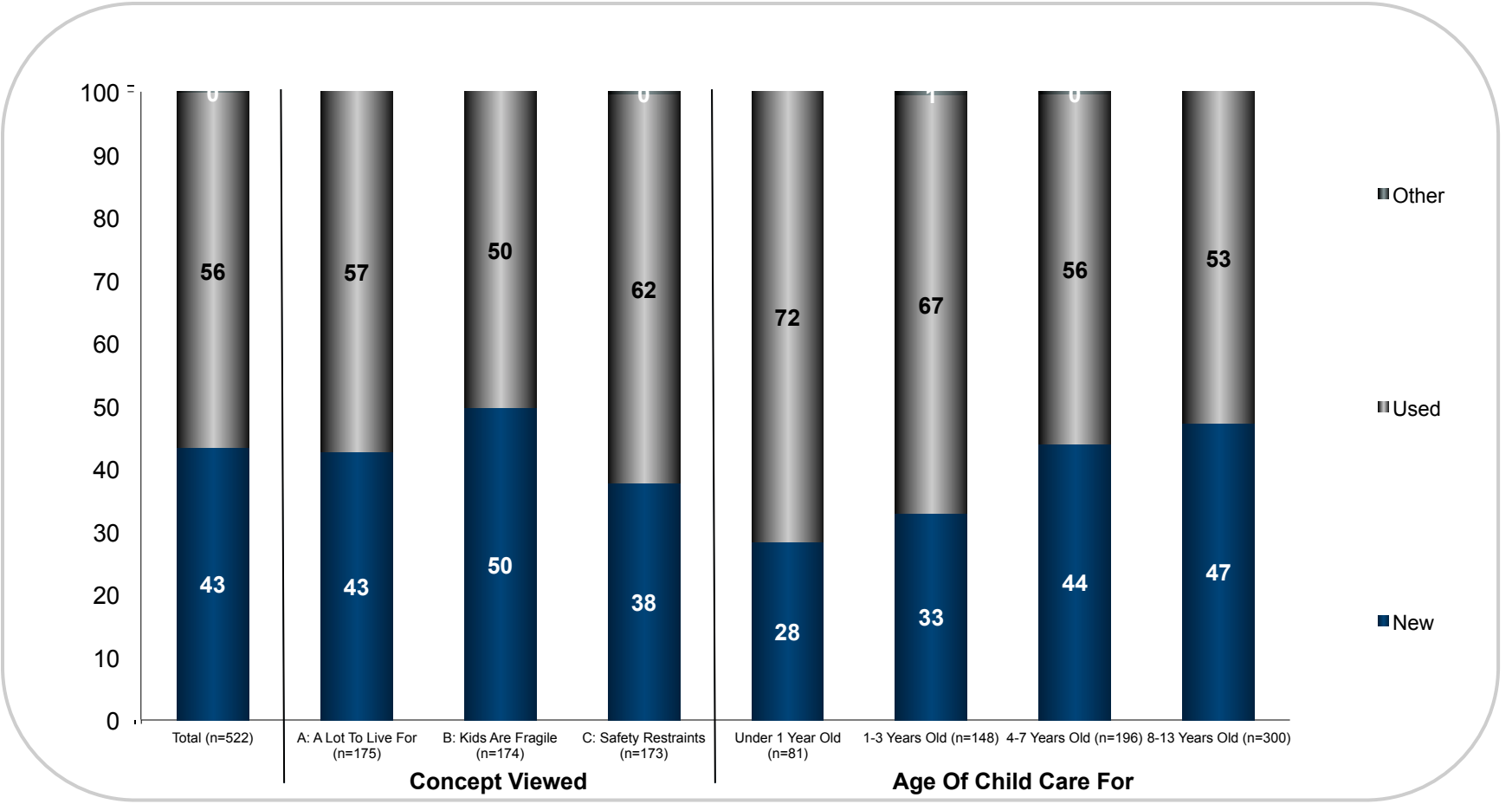
Base: Total Respondents
QC2: What is the make of your primary vehicle?

Make Of Primary Vehicle (Cont'd)

		--------Household Income--------			--------Ethnicity--------	
	Total	Less Than $45,000	$45,000 - $74,999	$75,000 or More	White/ Caucasian	Other
Total Who Own Or Lease A Vehicle	(522) %	(210) %	(163) %	(132) %	(409) %	(111) %
Chevrolet	15	15	20	11	15	16
Ford	15	12	18	13	16	11
Toyota	11	7	10	18	11	11
Honda	10	9	7	10	10	10
Dodge	8	8	8	7	7	7
Pontiac	4	8	1	1	4	3
Chrysler	4	6	2	3	4	4
Nissan	4	2	6	3	4	3
Buick	3	3	2	4	2	9
Kia	3	3	6	1	4	-
Jeep	3	5	4	1	4	3
GMC	2	3	0	3	2	4
Saturn	2	3	0	2	2	1
Mazda	2	0	2	4	2	2
BMW	2	1	2	2	1	3
Cadillac	2	3	2	-	1	4
Hyundai	1	0	3	1	2	-
Acura	1	1	3	1	1	2
Mercury	1	2	-	1	2	-
Subaru	1	1	2	-	1	-
Mercedes	1	-	-	4	1	2
Lincoln	1	1	1	-	0	1
Volvo	1	0	1	-	1	-
Oldsmobile	1	1	1	-	1	1
Audi	1	0	-	1	1	-
All other makes	1	2	1	2	1	2

Base: Total Respondents
QC2: What is the make of your primary vehicle?

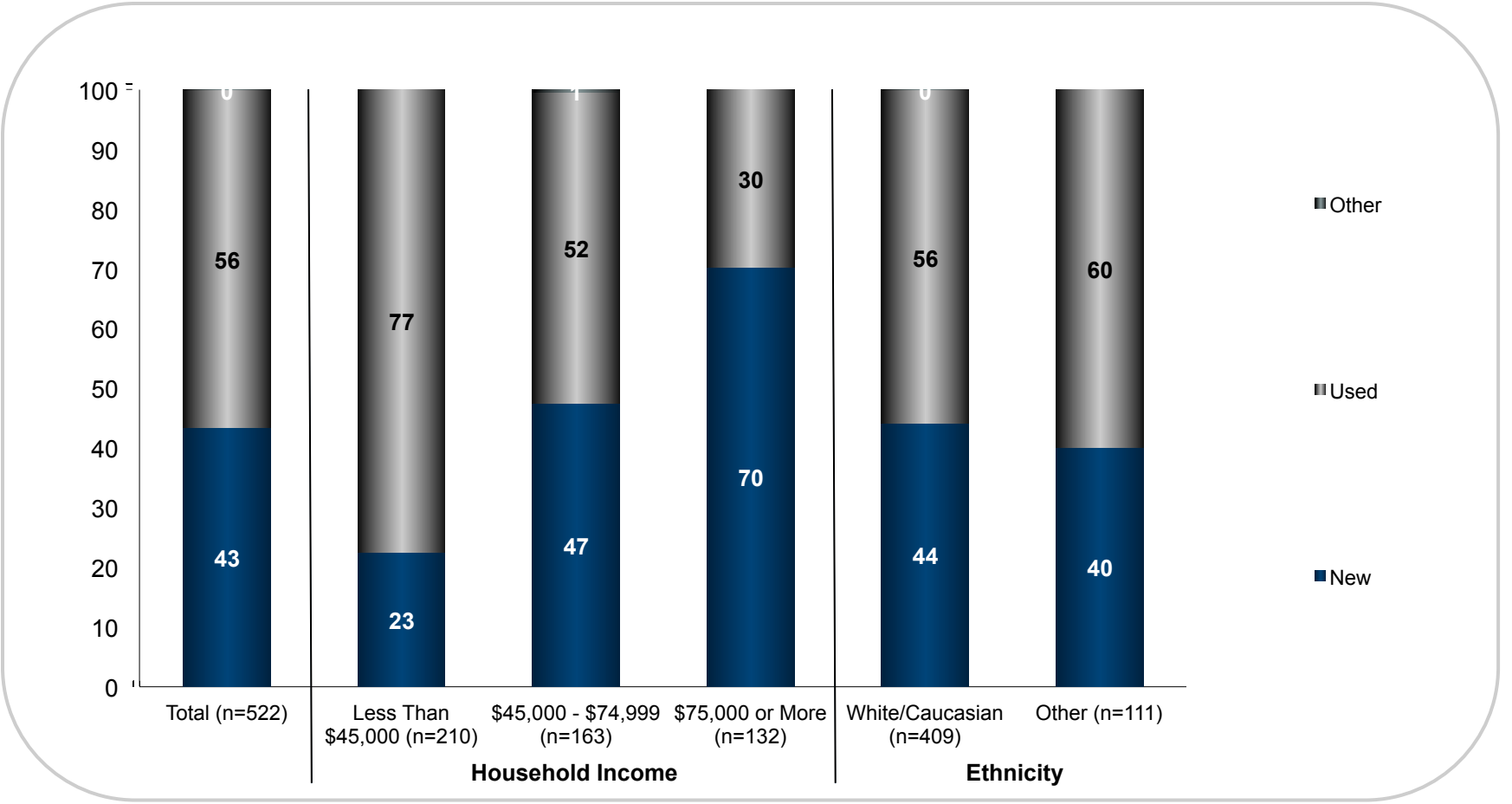
Whether Primary Vehicle Was Purchased New Or Used



Base: Total Who Own Or Lease A Vehicle

QC11: Thinking about your primary vehicle, when you purchased your [INSERT ANSWER FROM Q. C2. IF ANSWERED "OTHER" USE "vehicle".] was it new or used?

Whether Primary Vehicle Was Purchased New Or Used (Cont'd)



Base: Total Who Own Or Lease A Vehicle
QC11: Thinking about your primary vehicle, when you purchased your [INSERT ANSWER FROM Q. C2. IF ANSWERED "OTHER" USE "vehicle".] was it new or used?

Demographics (Cont'd)

		Concept Shown			Age Of Children Care For			
	Total	A: A Lot To Live For	B: Kids Are Fragile	C: Safety Restraints	Under 1 Year Old	1-3 Years Old	4-7 Years Old	8-13 Years Old
Total Who Own Or Lease A Vehicle	(522) %	(175) %	(174) %	(173) %	(81) %	(148) %	(196) %	(300) %
Primary Vehicle Type								
Sedan	33	35	35	31	30	35	30	34
SUV	26	23	29	27	28	26	30	28
Compact car	14	14	12	15	15	13	14	11
Minivan	13	14	12	12	8	14	14	14
Pick-up truck	7	7	5	9	10	4	7	7
Sports car	4	6	4	1	7	5	4	3
Other	3	2	3	4	1	3	1	4
Highest Priority When Shopping For Last Vehicle Acquired								
Price	36	36	36	36	37	36	37	36
Safety	29	30	26	32	33	32	28	27
Gas mileage	18	18	23	13	15	13	15	20
Looks	5	7	5	4	8	3	5	6
Horsepower	2	1	3	2	1	1	1	3
Quality/reliability	1	1	2	1	-	1	3	1
Other	8	8	4	11	4	12	10	7
Don't know	1	-	2	2	3	1	1	1

Demographics (Cont'd)

		--------Household Income--------			--------Ethnicity--------	
	Total	Less Than $45,000	$45,000 - $74,999	$75,000 or More	White/ Caucasian	Other
Total Who Own Or Lease A Vehicle	(522) %	(210) %	(163) %	(132) %	(409) %	(111) %
Primary Vehicle Type						
Sedan	33	34	32	33	30	46
SUV	26	19	33	32	28	23
Compact car	14	19	9	14	13	16
Minivan	13	11	15	10	14	9
Pick-up truck	7	8	7	6	8	3
Sports car	4	5	3	3	4	3
Other	3	4	2	1	3	1
Highest Priority When Shopping For Last Vehicle Acquired						
Price	36	43	30	31	38	27
Safety	29	28	32	27	28	34
Gas mileage	18	16	19	24	17	21
Looks	5	4	3	9	5	4
Horsepower	2	2	2	2	1	4
Quality/reliability	1	1	2	1	1	1
Other	8	6	10	7	8	6
Don't know	1	1	2	-	1	1